

the **American Perfumer**  
and **ESSENTIAL OIL REVIEW**  
COSMETICS · SOAPS · FLAVORS

JAN 1950

IN TWO SECTIONS  
SECTION I

V.55 #1

Sect II is index to v. 54

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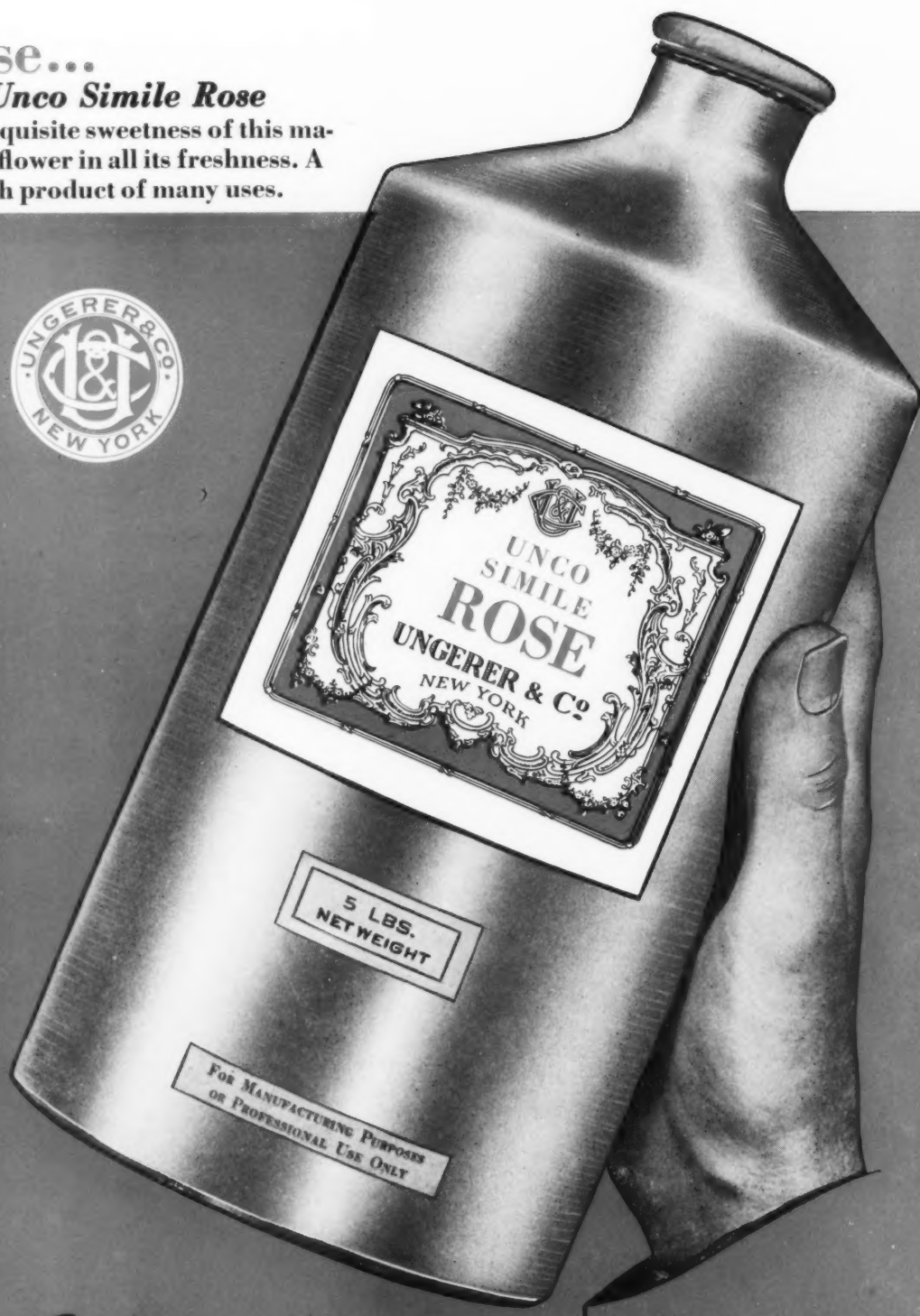
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*The American Perfumer*

January, 1950 1

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## Editorial Comment

### For the Year, 1950 with Its Tribulations, Give me:

- Courage, that in the midst of life's uncertainties I may find that if such things color life I may select the color.
- Work, that in its careful and persistent doing I may know the value of discipline.
- Humor, that I may catch a glimpse of existence as a dream and laugh at myself.
- Gentleness, that I may think much of the aged, the little children and those who have fallen in the battle.
- Reverence, that I may walk softly in the presence of the eternal and thus keep pulsing the spirit of true fellowship in my heart.
- Faith, being the deepest thing in the world, that I may have convictions to live by and experiences that I may use as tests of loyalty.

### The Policy of Hiring and Firing May be Wrong

One of our great corporations covering many fields has found by experience that changes in employees aren't always improvements. Much time and experience and money are invested in every person employed in any position and it isn't profitable to keep sweeping people in and out just because they don't perform perfectly.

People an employer may want to be rid of may not be perfect—but neither will the people be who are put in their places.

Often employees are miscast. Temperaments differ causing clashes of personalities. In such cases modern management seeks to reassign employees to tasks where their ability can be used to best advantage.

Management which knows only how to replace, which fires and hires, simply cleans out and starts all over with new faces but the same old problems and imperfections. Management which tries to help employees correct their faults, increase their efficiency and make them feel that they have a future reaps rewards in money and other things that the former never knows.



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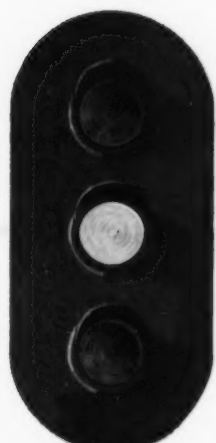
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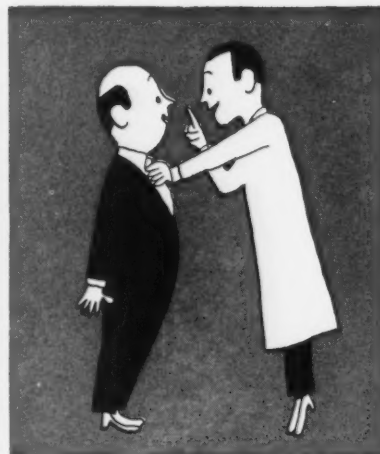
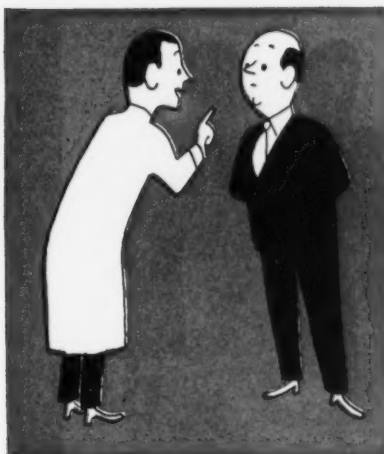
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& *Essential Oil Review*

January, 1950 13

### *The American Perfumer*



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**POWDERS**  
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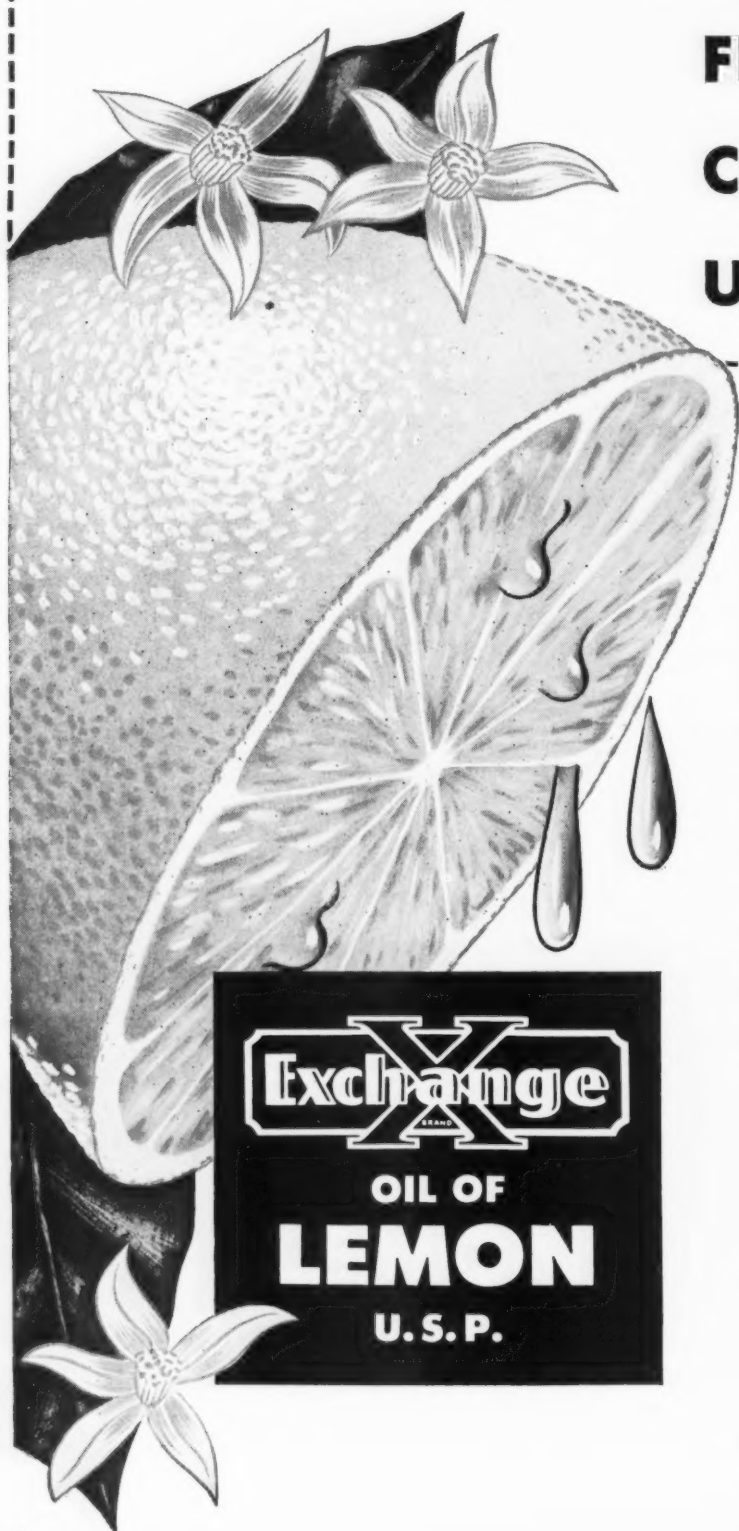
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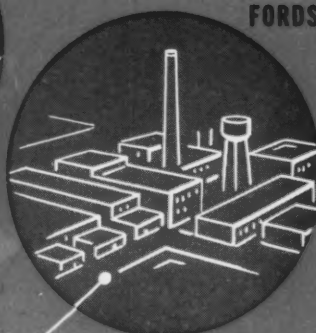
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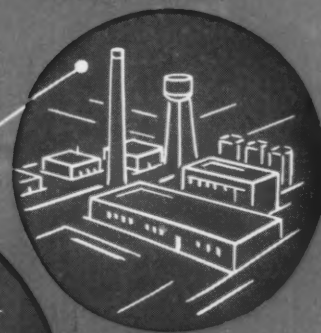
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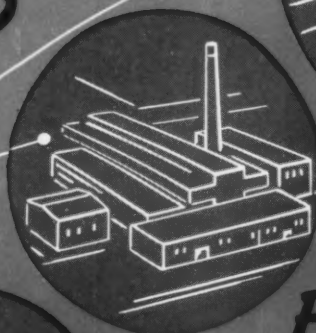
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# Desiderata

by MAISON G. DENAVARRE

## PIPE MARKER

A Wisconsin company is offering three different types of pipe markers, yellow, red, green, blue, purple and orange solid colors with appropriate printing on them to indicate the material passing through a given pipe. The marker has an adhesive back and wraps around the pipe snugly. The cards sell for 19 cents each and less depending on the quantity used.

Among the stock list of pipe markers are those for the following items:

Acetone  
Air  
Alcohol  
Ammonia  
Caustic Soda  
Compressed Air  
(see Air)  
Glycerine  
Lacquer  
Monoethanolamine  
Vacuum  
Water  
Steam

## COLD WAVE FIXATIVE

Everyone in the cold wave business knows the drawbacks to the use of bromate fixing or oxidising solutions. The fact that the bromate was dry and stable made it interesting in compact packages. Yet, anyone with experience in fixing cold waves knows that peroxide, particularly in acid solution, does a better all round job.

Sodium perborate monohydrate has recently become available in the form of a free-flowing white powder. In aqueous solutions it hydrates to sodium perborate tetrahydrate,

liberating one molecular weight of peroxide for one molecular weight of perborate. The hydrogen peroxide is immediately available. The solution has a pH of 9.6 to 9.8 which practically parallels that of the cold wave solutions. The monohydrate is very soluble in water. The aqueous solution loses from 4 or 5 percent of active oxygen per hour at 60 deg. C. Evolution of oxides can be accelerated by adding a catalyst, such as one of the salts of iron, manganese, cobalt or nickel.

Stabilizers for aqueous solutions are magnesium sulfate, sodium silicate and sodium pyrophosphate. The use of boric acid and acid phosphates for lowering the pH of the solution is covered by several patents. Another patent covers the use of anhydrides of carboxylic acids with solutions of perborate compounds to reduce the pH and increase activity.

The monohydrate retains its free flowing properties, even at 50 percent humidity. At higher humidities it takes up moisture and is slightly decomposed. Therefore, packaging in laminated foil envelopes is desirable as in the case of bromates.

In any event, the material appears to be a potentially valuable and superior fixing or neutralising agent in cold waving of hair.

## CREAM, LIQUID, POWDER FILLER

One of the most unusual fillers offered in recent times is a new one that can be used for filling from 20 to 70 units per minute; by changing the auger it can fill liquids creams or powders. The set-up time is said to be only 10 minutes, and the accuracy is plus or minus one percent



M. G. DeNavarre at work in his laboratory

for most materials. This accuracy is not affected by overloads, slipping clutches or fluctuations in electrical voltage.

The bench model weighs 140 lbs. and is only 4 feet high. It will fill from 1/500 of an ounce to 2 lbs. A completely automatic unit is available for high speed filling.

## METAL FILTER CLOTH

A new alloy resistant to chemical corrosion is now woven into filter cloth with mesh size running up to 150 x 150 mesh.

In addition, this same company also offers filter cloth fabricated from stainless steel, Monel and other equally serviceable non-corrosive metals.

## PERMANENT WAVE OPACIFIAR

Because of the existence of a patent on the use of methacrylate emulsions in permanent waving solutions, a new opacifier is now available that is presumed to be free from this restriction. It is a water-thin dispersion of a thermo-plastic synthetic resin; it is non-toxic, contains no solvents and has a slight odor. It appears to be compatible with alkalis and with electrolytes in moderate concentrations.

## ALCOHOL CATALYST

A British company is offering a catalyst, whose purpose is to age in from 24 to 48 hours usually, although sometimes longer periods of time are required, any alcoholic



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preparation, particularly those in which the harsh odor of the alcohol is to be masked, as in perfumes or toilet waters.

Tests made with this substance, using concentration of 1/10 gram per liter, have been very gratifying.

The material is black and can be filtered out and re-used several times, depending upon the product

in which it had been used last.

The supplier claims that the time varies between seconds and 48 hours. Thus in Burgundy wines, a contact of 2 seconds is sufficient, while with Sauternes it takes 2 days to get the same effect. Ordinarily when contact time is short the material is allowed to trickle through a percolator containing the catalyst.

## Questions and Answers

### 785. LIQUID DRY SHAMPOO

**Q:** We are anxious to obtain a suitable formula for a liquid dry shampoo (the type which gives a lather when rubbed into the hair, and on rubbing further the lather disappears. This preparation is usually prepared with alkalies like potassium carbonate and borax, but must be free from ammonia. If you can suggest a suitable formula which lathers freely and answers our requirements we would be extremely grateful.

C.P.P.—ENGLAND

**A:** It is doubtful if the liquid formula you mention contains the materials given. We rather suspect the formula does contain a lot of volatile solvent, such as alcohol or isopropyl alcohol, possibly with the addition of a small amount of foaming agent, which should preferably be a non-ionic compound. These are supplied by the Imperial Chemical Industry of London. Some people in the states have used similar formulations approximating 15 per cent water and the balance alcohol with a small amount of Saponin dissolved therein.

### 786. LIQUID CREAM

**Q:** With reference to the manufacture of a liquid cream, let us have some further assistance. The oil and water phases, having been heated separately, are mixed at 70 deg. C., when the heat is turned off and the mixture stirred continuously until down to room temperature. However, with increasing production requirements we are having difficulty in getting the cream down to room temperature before closing time

and we would like to know how this is usually done. We also find there is always some evaporation of water which we have been unable to replace without altering the emulsion and we would like to have your advice regarding this difficulty.

H.L.—ILLINOIS

**A:** The temperature of a batch of cream is reduced by circulating cold water in the jacket of the tank, instead of steam or hot water, while the batch is being stirred. There is always some drying of the emulsion surface if it is left standing over night.

### 787. HIGH GRADE TALC

**Q:** Would you be good enough to advise where I can get a most excellent talc for a high grade face powder? The talc should be of white color, excellent slip, good bulking, of fine particle size and free from impurities. I would also appreciate your advice about a U.S.P. Talc for face powder. What is your opinion about my formula, (given).

B.L.—NEW YORK

**A:** Your formula contains too much Zinc Oxide—15 to 20 parts being sufficient. Make up the difference in Talc. Also, you might replace part of the Kaborin with light precipitated chalk. Sources for high grade Talc are sent by letter.

### 788. CREAM MAKE-UP

**Q:** Some time ago you were kind enough to furnish us with a formula for a cream make-up. We had asked you if you could recommend a cream make-up; but what we had in mind was a pigmented cream to be made in three or four shades to tint

the face and neck, rather than a finishing cream. This formula you furnished was evidently for a foundation or finishing cream. If you would be kind enough to recommend another formula to us, we would be deeply grateful to you.

E.P.—IOWA

**A:** Regarding cream make-up, the formula mentioned in your letter and one we gave you previously, will give a satisfactory product for the purpose intended. All you need to do is increase the amount of Titanium Dioxide and Iron Oxide if more color and cover are required. The kind of Iron Oxide used will determine the shade. This would give you a cream make-up or a foundation or finishing cream as you would require.

### 789. CONCENTRATED SHAMPOO

**Q:** We wonder if you could accommodate us with the formula for a good concentrated liquid shampoo, 12 or 16 oz. of which would make a gallon of non-alkali shampoo.

R.L.—CANADA

**A:** A formula for concentrated shampoo, which follows, will give you a highly concentrated product which can be diluted on any basis you wish:

Oleic Acid 55 lbs.

Cocanut Fatty Acid 40 lbs.

Treithanolamine 53 lbs.

Propylene glycol 55 lbs.

**Procedure:** Heat the ingredients to about 65 deg. C. and mix until uniform. Be sure there is no excess of either fatty acid or Treithanolamine.

### 790. RASH OINTMENT

**Q:** We would appreciate it very much if you could give us the name of a product that would be suitable to use in a diaper rash ointment. Where can we purchase Tetrahydrofurfuryl Alcohol or the Acetate?

M.D.—CANADA

**A:** Probably the best ingredient in a diaper rash preparation is zinc stearate. Traditional antiseptics may be added together with Talc. The product can be a powder or a penetrating ointment consisting principally of Lanolin. Source of Tetrahydrofurfuryl alcohol is sent under separate cover.

POLAK & SCHWARZ, Inc. 667, Washington Street NEW YORK 14, (N.Y.)



PERFUMERY SPECIALTIES - ESSENTIAL OILS - AROMATIC CHEMICALS

# How to Make Liquid Cosmetics

*How to lay out and operate most efficiently a plant of any size . . . How to plan operations . . . Factors that will help to keep down costs and speed up production of quality products.*

ALBERT B. PACINI\*

THE principles of manufacturing perfumes, toilet water, and colognes are extensible to those of manufacturing most liquid toilet preparations. Perhaps the most practical approach to these principles will be the consideration of the organization and operation of an ideal plant of moderate size. An attempt will be made to give, in very moderate detail, the high spots of such a project. Necessarily, the discussion will be limited to the production of bulk material.

## LAYING OUT THE PLANT

A major consideration at the start, is the selection and layout of suitable space, adaptable for the operations. The most important factor is the volume of material to be produced, and the rapidity of turnover. Ideally, the dream of every production manager is to be able to have on hand sufficient suitable bulk material in perfect condition to supply any demand, expected or unexpected. Economically, this is usually never the case. Storage space and equipment must be turned over speedily and sometimes unexpectedly, and the operation becomes a constantly changing problem, taxing the ingenuity and resourcefulness of production men.

Even the most careful long range planning very frequently goes awry and it is at these junctures that flexibility in the original plant layout is a valuable asset.

For this type of work, it is, in general, advantageous to provide a single floor operation, if possible with ceilings sufficiently high to allow for a mezzanine balcony for weighing and mixing the formulas in mixing tanks. The writer has not found any particular advantage in two story operation to utilize gravity flow, since pump-

ing from tank to tank by centrifugal pumps, or gear pumps, is efficient and economical. The value of a mezzanine in compounding is decided, as some means of elevating solid materials, of convenient inspection and sampling, and of regulating the processing is best effected by a suitable, high platform. In making emulsions, such as lotions, the charging of the solid phase into the higher kettle is a job involving hoisting and the platform serves well.

## STORAGE OF RAW MATERIAL

Adequate storage space should be provided, and the materials should be easily accessible and within easy reach of the mixing platform for quick and sure operation. The storage room should be equipped, where desirable, with drum hoists, if space is at a premium, and with suitable bricks for moving bags or cartons. Absolute cleanliness and a definite system should prevail and constant policing is indispensable to prevent accumulation of odds and ends of obsolete material. It is a mistake to use dark and remote corners for storage; the stock room should be cool, well lighted, well ventilated, easily cleaned, and conveniently available. It should be as fireproof as circumstances will permit.

## ALCOHOL STORAGE

Storage of alcohol is, of course, under Federal regulation. While this seems a hardship to many concerns, it is really a good thing, and the same order and system should prevail in the storage of all other raw materials. Frequent inspection of the condition as to quality and quantity of stored raw materials and a running inventory are very desirable features.

Some perfume ingredients are best maintained in a refrigerator, and if many of this type are used, it be-

\* From New York University Lecture.

comes a necessity. Most perfume ingredients, especially essential oils, suffer by exposure to light. They should therefore be kept in a dark closet, if possible.

The stock room should be easily accessible from the receiving platform as well. Usually, the raw material stock room takes on the nature of a neglected stepchild and becomes a catch all for much obsolete material and miscellaneous odds and ends. This hampers efficiency and should be sedulously avoided.

#### **FLOW OF MATERIAL**

The flow of material being from the receiving department to the stock room, thence to the mixing platform, thence to storage tanks, and thence to the packaging department, a straight-line flow should be maintained as nearly as possible — any counter flow should be avoided, and the layout planned to this end.

The area of the stock room, in relation to the mixing and tank storage areas should be carefully planned. In general, it is usually underestimated, with the result that raw materials have to be stored in miscellaneous corners all over the plant. This, of course, is undesirable as it wastes time and exposes raw material to contamination and loss.

#### **EQUIPMENT FOR MAKING LIQUID PREPARATIONS**

Essential equipment for the manufacture of liquid preparations consists of: Tanks, Scales or measuring devices, Stirrers, Pumps, Filter or centrifuges, Miscellaneous equipment — homogenizers, etc.

#### **POINTS TO CONSIDER IN SELECTING TANKS**

The shape and size of tanks varies with the purpose to which they are to be put. The kettle shaped tank for mixing has an open top and is used generally for the preparation of lotions, wave sets, shampoos, bubble baths, and similar cosmetic preparations. If the process entails heating, these mixing kettles are steam jacketed and in general, low pressure steam, usually below fifteen pounds pressure, is sufficient for the purpose. The best all around material of which these kettles can be constructed is stainless steel which is not affected by

most cosmetics or perfume formulas. Copper kettles, which have been tin-lined, are also customary. Aluminum kettles can be used for a limited variety of purposes, but are attacked by cosmetics of fairly high or low pH such as acid deodorants or the alkaline soap preparations. They are useful in cases where the product is nearly neutral and therefore in mixing perfumes, toilet waters, and most colognes. Glass lined steel kettles are excellent but the lining is fragile, apt to crack from heat or mechanical impact and once the lining is cracked, the kettle is usually beyond repair and becomes useless. Storage tanks are usually cylindrical, completely closed to protect the contents and may be of any of the above materials, according to the use intended for them.

#### **COUPLINGS, FITTINGS AND VALVES**

The material of which the couplings, fittings and valves are made, should be as nearly as possible the same from which the tank, or its interior, is made, so as to avoid any electrolytic action which would react unfavorably on the material handled. There are available stainless steel and monel metal pipe valves and couplings. Brass valves should be silver plated or tin plated where the metal comes in contact with the liquid. Earthenware crocks with earthenware valves are available but the valves are not of precision construction and are therefore subject to leakage. The interior glaze of these vessels is also sometimes liable to disintegration which, of course, is undesirable.

#### **SCALES AND MEASURING INSTRUMENTS**

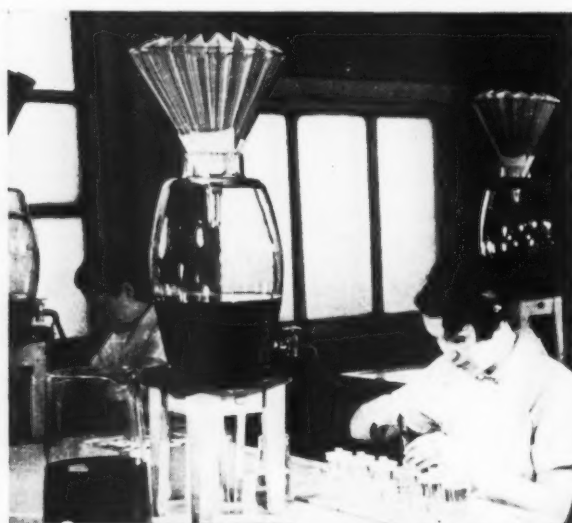
Working formulas should be written in such a way that accurate measurement on a large scale is facilitated. In general, weight measurement is more satisfactory than volume measurement when working with sizeable quantities. For instance, there would be less likelihood of error in weighing 41.5 pounds of water than in measuring out the corresponding five gallons of water. The latter method involves consideration of temperature, and involves reading levels on a measuring can or other container, which process is never exact. If a liquid (say alcohol) is used, the stated cubic contents of the full drum can be checked by weighing and computing the weight back to volume.

#### **USE WEIGHT RATHER THAN VOLUME**

As far as possible, volume measurements should be avoided in favor of weight measurements, in the interests of accurate compounding. This is especially important in the case of aromatics and essential oils, which are purchased on a weight basis and should be used on the same basis, otherwise annoying discrepancies are likely to appear at inventory time and many unexplained shortages or overages occur by confounding avoirdupois ounces with fluid ounces.

#### **A PRACTICAL WAY OF CHECKING CONTENTS**

As far as possible, all tanks and kettles should be gauged and calibrated so that a quick inventory of contents can be had for check purposes or accounting purposes. This can be done by the time honored method of actually filling the tank with a previously measured quantity of water, or (a method of reasonable accuracy) filling the tank with a flow meter and marking a



*Filling costly perfume into bottles by hand is an exacting task*





*Trouble shooting from testing ingredients, through processing to final inspection of the product is the work of the control laboratory.*

number of reference points on the inner wall of the tank if open, graduating the glass outer gauge, if one is attached, using a float gauge, or equally accurate, using a calibrated measuring stick. \*

Standard practice requires measuring the total amount of a formula mixed, as a check on the accuracy of the compounding and also as a method of determining yields. Many unpleasant surprises are avoided in this way. As an example, in introducing water into a formula containing alcohol, there is always a definite shrinkage, so that 85 gallons of alcohol and 15 gallons of water will never produce 100 gallons of the mixture. Actual shrinkage on such formulas should be known and recorded to avoid subsequent apparent losses.

#### **STIRRERS AND MIXING DEVICES**

Open mixing kettles are usually equipped with motor driven sweep agitators. There are a number of designs. It is desirable to select the type of stirrer that will give the quickest and most thorough mixing to the type of material which is to be prepared. Excessive agitation or "churning" is not desirable as it tends to beat air into the product and in many cases, this is to be avoided, especially in the case of emulsions.

There are a number of types of portable agitators of which one having a motor with a direct extension of the shaft, at the end of which is a two or three bladed propeller, is an example. This type of mixer is one of the best all around pieces of equipment for such a plant. It has the disadvantage of having only a single speed, unless a rheostat is introduced and for this reason a similar agitator with a compressed air motor attached is lighter and of more general use, as it can be easily throttled down to a slow speed when required.

In mixing formulas, especially in making liquid emulsions, the technique is of the utmost importance and success depends upon it. In general, the initial agitation must be quite violent and thorough, and when emulsification is accomplished it is only necessary to keep the liquid in motion until it finally acquires room temperature. When the material is to be transferred to a storage tank, or to the filling machines, it must first be thoroughly remixed, to avoid any segregation.

#### **HOMOGENIZING AND HOW IT IS DONE**

Homogenizing is a special phase of mixing which is used with various preparations and at different stages of the process according to the preparation. Essentially, it consists in reducing the particle size of an emulsion by subjecting the emulsion to a violent shearing in a special device such as a colloid mill, or other homogenizer. The shearing is effected by forcing the liquid through extremely minute openings under high pressure, or by forcing it through the space between two discs revolving at high speed in opposite directions. The clearance between the discs is of the order of 1/1000th of an inch or less and the droplets in the emulsion are reduced to a much smaller size than originally and acquire a high degree of uniformity temporarily. The effect on the emulsion is to impart an added creaminess, at least for a time, and in many cases to add to the viscosity. Due to coalescence of the droplets, this effect may ultimately disappear, but in some formulas it seems reasonably permanent.

There is, of course, no great point in using a homogenizer on a one phase system, as a solution, such as perfumes and the like, although it would conceivably improve the thoroughness of mixing.



Liquid materials, unless they are to be used forthwith are transferred to storage containers when completed. In many cases, the material is filtered at this point, although it may undergo a subsequent filtration later. For this purpose, the kettle or tank is coupled to a pump, usually an electrically driven gear pump. These pumps are usually of bronze, but may be obtained in stainless steel which is more desirable. The pump may be coupled to a filter if filtration is to be undertaken. Usually, these are of the frame type, consisting of a series of alternate distributing and collecting discs between each pair of which a filter pad is tightly held by pressure, the liquid is fed to all of the distributing discs and emerges from each side through a filter pad and is collected by the collecting disc on the other side of the pad. All of the collecting discs feed into the outlet pipe and the clear liquid emerges in a steady stream.

The filter press, must be sufficiently tightly assembled to withstand the pressure built up by the pump, or leakage, or bursting of the pads may result. The pads are made of a mixture of asbestos and cellulose pulp and when wet are quite fragile. In some instances, filtering media of the general nature of infusorial earth may be added to the liquid which is to be clarified. With liquids difficult of filtration these media are quite helpful.

The tanks to which these liquids are transferred for storage are constructed of metals which will have no effect on the contained liquids. For convenience, they are connected directly with the filling machines in the packaging department using a pump and level float switch so that transfer proceeds automatically when ever the filter tanks are empty.

#### **AGING PERFUME AND TOILET WATERS**

In the case of perfumes, toilet waters, and colognes, the storage period is part of the processing as it is routine to age these products for a certain fixed period of time before packaging them. At the end of the aging period, the product is refiltered and issued for packaging.

There is no doubt that this period of aging is much more than a mere tradition, and that its effects are definite and very noticeable. The odor of alcohol itself in the preparation is completely eliminated, the various components of a good formula are no longer so clearly detectable as individual odors, and poorly soluble portions of the ingredients used become completely insoluble and are readily removable by filtration so that the liquid will remain clear and brilliant indefinitely. None of these changes occur in an unaged product.

What chemical or physical changes take place in the aging of perfumes remains a matter mostly of conjecture—because of the complex nature of the mixture, there is scope for many reactions, oxidations, polymerizations, reductions, and interchanges. We do know that these are demonstrable changes in the odor quality, in good formulas a very definite improvement, probably similar to the development of a bouquet in the aging of wines and liquors. Attempts to accelerate these changes have only been partly successful. Exposure to ultra violet rays has been suggested and it does bring about a partial change—too intense an expo-

sure may bring about disagreeable changes. Our knowledge of the subject is empirical and scant.

#### **CHILLING PERFUMES IS FINAL STEP**

As part of the final preparation of perfumes, toilet water, and colognes, it is customary to chill the product, usually to the freezing temperature of water or slightly below just before the final filtration. This gives a better and more lasting clearness to the product. It probably depends on the agglomeration of particles of scantily soluble material into masses of such size that will be caught and retained by the meshes of the filter pads. It probably does not do much to improve or alter the quality of the odor, in some cases the odor of the material may seem to have lost slightly its intensity but this appears to be a temporary effect, as the product soon regains its original strength.

This chilling is accomplished on a large scale by pumping the liquid from the tank through a chilling unit depending upon the expansion of a liquefied refrigerant gas in its cooling coils and circulating the liquid from tank to chilling unit and back until it has all reached the predetermined temperature.

At this point, the liquid is filtered and when it has again resumed atmospheric temperature it is ready for bottling. Samples are first examined in the control laboratory, the odor, color, specific gravity, and other required constants are checked and such corrections made as seem to be indicated.

#### **REMIKING LOTIONS, WAVE SETS, ETC.**

In the case of lotions, wave sets, bubble baths, and other preparations, no protracted aging is usually necessary although it is desirable to let the bulk material remain in storage and for observation for a brief period so that it may come to equilibrium. Most of these preparations require thorough remixing before being transferred to the filling machines in order to insure complete uniformity. These too are transferred by means of pumps. It is customary to avoid a too violent or prolonged mechanical handling of products like emulsions or gum lotions as this has a tendency to break down and thin them.

The storage area should be protected from sudden temperature changes for the same reason, and exposure to light is inadvisable as it has a definite effect on color and odor, and may accelerate possible rancidification.

#### **THE CONTROL LABORATORY**

In an enterprise even of moderate size, it is essential that a control laboratory be available in order that all operations be carried out intelligently and systematically.

While raw materials for cosmetic use are and should be bought under strict T.G.A. specifications, there may be, even under these specifications, a wide variation in physical properties and proper steps to be taken to offset these can best be undertaken with guidance from the laboratory.

The control laboratory not only vouches for the acceptability of the ingredients used, but can follow through the steps of the process to determine correct-

(Continued on page 75)

# Florida Coldpressed Grapefruit Oil

*Important data on physical and chemical properties made from different varieties of fruit by the same process . . . Analysis of oils from four plants each using a different method of extraction.*

J. W. KESTERSON\*

**D**URING recent years the demand for Florida cold pressed grapefruit oil has decreased. Large essential oil houses have complained that they have been unable to obtain grapefruit oil which would meet the flavor requirements as based upon oils obtained in the past. Sufficient information concerning the character of coldpressed grapefruit oils produced in Florida has been lacking. Such information must necessarily represent sampling to include the effects of varieties and methods of extraction if an accurate picture of the situation is to be presented. The purpose of this paper is to present data relative to the physical and chemical properties of the oil made from different varieties of fruit by the same process; also, to show the analyses of oils from fruit secured from four commercial plants, each of which was using a different method for the extraction of oil from the peel.

## EXPERIMENTAL SAMPLES

Experimental samples were prepared in the Citrus Experiment Station pilot plant designed for the production of essential oils. Whole fruit was passed through a corridor of carborundum rolls in this process. As the fruit passed through the extractor it was turned over and over and abrasive rolls rasped the flavedo from the fruit. Water sprays were directed onto the fruit and rolls to wash away the oil and grated peel. The oil and water emulsion was passed over a stainless steel shaker screen to remove the suspended solid particles, and then transferred to a stainless steel holding tank. The oil was separated centrifugally from the aqueous phase by passing the emulsion through a

Sharples centrifuge (15,000 r.p.m.). Following separation the oil samples were stored for approximately one week at 32°-40° F. and during this winterizing treatment undesirable waxy materials separated from the oil and settled out.

The physical and chemical characteristics of grapefruit oil expressed from five different varieties of grapefruit are presented in Table 1. These samples represent pure grapefruit oil prepared in the pilot plant from known varieties of grapefruit. Each sample represents a single variety. Methods of analyses employed were those previously used by Kesterson and McDuff (1).

Selection of varieties were made to include the common types of grapefruit and since the readers may not be familiar with their genetic relationship it is given in Table 2. Shaddock or pummelo is listed as a progenitor of grapefruit. However, there is some doubt in regard to this relationship which is discussed further in the section on coldpressed oil of Shaddock.

Variety of the grapefruit was thought to be a factor which might be affecting the quality of the oil, since in recent years manufacturers in some instances have been processing mixed varieties of fruit. According to Nelson and Mottern (2) Duncan variety had been used in past years for oil extraction. No significant differences were found in the analyses of the oils secured from the different varieties of grapefruit. So samples of the oils were submitted to three large essential oil houses for their evaluation of the oils from the standpoint of flavor and aroma.

One of the essential oil houses reported that all of the samples were unsatisfactory with no further com-

TABLE 1  
Characteristics of Coldpressed Grapefruit Oil Prepared in Pilot Plant from Various Varieties of Fruit During the 1948-49 Season.

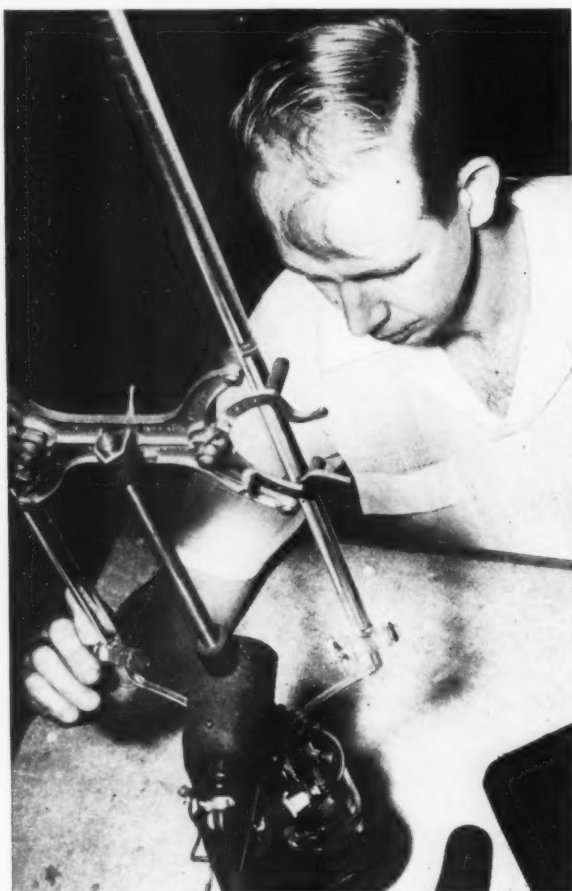
Variety of Fruit	Specific Gravity 25°C./25°C.	Refractive Index of 10% Distillate		Difference	Optical Rotation of 10% Distillate		Difference	Aldehyde Content % (decyl)	Ester Content %	Evaporation Residue %
		N 20 D	N 20 D		α 25 D	α 25 D				
Duncan	0.8560	1.4773	1.4716	0.0057	+90.25	+97.23	6.98	1.30	3.59	10.50
Marsh Seedless	0.8570	1.4772	1.4715	0.0063	+88.61	+97.23	8.62	1.58	3.55	10.64
Thompson Pink	0.8558	1.4773	1.4715	0.0058	+90.04	+96.03	3.99	1.46	3.47	10.29
Ruby Red	0.8556	1.4771	1.4714	0.0057	+89.38	+97.03	7.65	1.54	4.41	9.73
Foster Pink	0.8588	1.4779	1.4711	0.0068	+86.74	+96.23	9.49	1.66	3.70	13.46

\* Citrus Experiment Station, Lake Alfred, Florida.

ment. Another reported that the sample of grapefruit oil extracted from Marsh Seedless and Foster Pink varieties gave an oil that was acceptable from the standpoint of flavor and aroma. The third reported that all samples were unsatisfactory because they had an orange by-odor, although all of the samples submitted were pure grapefruit oil.

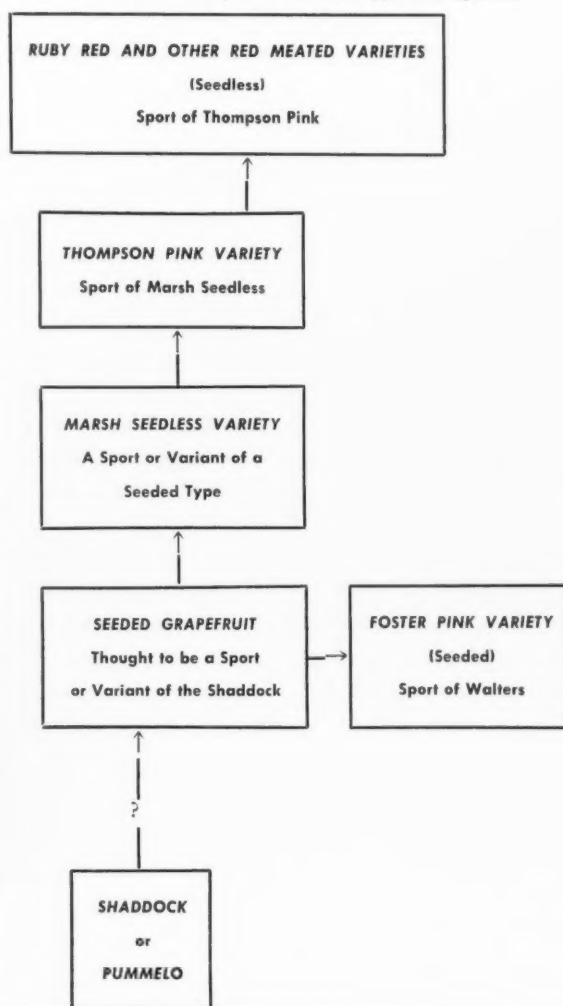
#### COLDPRESSED OIL OF SHADDOCK

It has been commonly accepted that the grapefruit was a sport from the Shaddock and probably for this reason oil of Shaddock has commonly been included with oil of grapefruit. Actually this relationship of Shaddock to grapefruit has not been established, but rather surmised, since the grapefruit more nearly resembled the Shaddock and the two might not be related or the grapefruit might be a natural cross between Shaddock and orange. In connection with these experiments a sample of oil was made from the true Shaddock and the constants determined. These data will be found in Table 3, where they are compared with data on oils from both seedy and seedless grapefruit and orange oil. It will be noted that the optical rotation of the oil of Shaddock is considerably lower than that of oil of grapefruit and the same is true of the aldehyde content. In the case of both ester content and evaporation residue the figures for oil of Shaddock are high with orange oil having the lowest values. It would



*The author at work on a research problem in his laboratory.*

TABLE 2  
Genetic Relationship of the Common Types of Grapefruit.



thus appear that in several respects oil of grapefruit appears to be intermediate between oil of orange and oil of Shaddock.

The writer has not found in the literature any data relative to pure oil of Shaddock, and in view of the data in Table 3 it might be advisable to consider eliminating the synonymy since oil of Shaddock might at some time become an article of commerce.

#### COMMERCIAL SAMPLES

Coldpressed grapefruit oils are expressed commercially by four different types of equipment; namely, (1) Pipkin roll, (2) screw press, (3) Fraser-Brace extractor and (4) Pipkin juice extractor. All of these methods of extraction give an emulsion of oil and water. The oil is separated from the aqueous phase by centrifugalization. Following separation the oil is stored at 32°-40° F. to remove undesirable waxy materials. The clear oil is decanted into storage tanks which are maintained at about 40° F.

Four samples of coldpressed grapefruit oil were secured from four plants, each one of which was using a different method for the extraction of the oil from the peel. These samples were taken from lots of oil ranging



Varieties of grapefruit, oranges, lemons and mandarins are grown in the citrus groves found throughout the great state of Florida.

from 3,500 to 11,00 pounds which represented the production for approximately one year.

The physical and chemical properties of the samples of coldpressed grapefruit oil, which were secured from four commercial plants, are presented in Table 4. The grapefruit oil samples expressed by the Pipkin juice extractor, screw press and Pipkin roll were very slightly contaminated with orange oil. This often occurs in some commercial processes since the oversized oranges usually go to the grapefruit juice extractors. This results in a small amount of orange peel being mixed with the grapefruit peel.

Samples of these oils were also submitted to three large essential oil houses for their evaluation of the oils from the standpoint of *flavor* and *aroma*. One of the essential oil houses reported that all of the samples were unsatisfactory with no further comment. Another reported that the samples of oil expressed by the Pip-

TABLE 4  
The Physical and Chemical Properties of Coldpressed Grapefruit Oil Produced Commercially in Florida During the 1948-49 Season.

Method of Extraction	Fraser- Brace Extractor	Pipkin Juice Extractor	Screw Press	Pipkin Roll
Specific gravity 25°C./25°C.	0.8560	0.8556	0.8505	0.8537
Refractive index N <sub>D</sub> <sup>20</sup>	1.4773	1.4774	1.4755	1.4767
Refractive index of 10% distillate N <sub>D</sub> <sup>20</sup>	1.4716	1.4712	1.4713	1.4714
Difference	0.0057	0.0062	0.0042	0.0053
Optical rotation α <sub>D</sub> <sup>25</sup>	+90.25	+91.03	+92.83	+92.35
Optical rotation of 10% distillate α <sub>D</sub> <sup>25</sup>	+97.23	+97.05	+97.03	+96.63
Difference	6.98	6.02	4.20	4.28
Aldehyde content (decyl) — %	1.30	1.24	1.46	1.53
Ester content — %	3.59	4.66	3.68	4.38
Evaporation residue — %	10.50	8.62	5.77	7.72

TABLE 3

A Comparison of the Characteristics of Typical Samples of Citrus Oils Expressed from Different Varieties of Citrus by the Same Method of Extraction during the 1948-49 Season.

Variety of Fruit	Shaddock	Grapefruit Marsh Seedless	Duncan	Orange Valencia
Specific gravity 25°C./25°C.	0.858	0.857	0.856	0.844
Refractive index N <sub>D</sub> <sup>20</sup>	1.4779	1.4778	1.4773	1.4730
Optical rotation α <sub>D</sub> <sup>25</sup>	+81.14	+88.61	+90.25	+96.10
Aldehyde content (decyl) — %	0.46	1.58	1.30	1.65
Ester content — %	4.22	3.55	3.59	0.97
Evaporation residue — %	12.99	10.64	10.50	3.12

kin juice extractor was acceptable, even though it had been contaminated very slightly with orange oil. The third reported that all samples were unsatisfactory because they had an orange by-odor. However, they preferred the three samples which were very slightly contaminated with orange oil.

In general the coldpressed grapefruit oil produced in Florida during past years has been contaminated with orange oil, and it appears evident that in two of these cases that their original standards were based on samples which were contaminated with orange oil. During recent years the production of grapefruit oil represents oil that is either pure or very slightly con-



taminated with orange oil, and it seems evident that this factor is responsible for its rejection in some cases.

#### SUMMARY

The chemical and physical characteristics of commercial coldpressed grapefruit oil expressed by four different commercial methods of extraction have been determined and presented.

The properties of coldpressed grapefruit oils extracted from Duncan, Marsh Seedless, Thompson Pink, Ruby Red and Foster Pink varieties by the same process are presented. The characteristics for Shaddock oil are given.

In general the coldpressed grapefruit oil produced in Florida during past years has been contaminated with orange oil, and it seems evident in some cases that the objection to present lots of oil is that it represents either pure or very slightly contaminated grapefruit oil.

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### The Fragrance Business

THE fragrance business is much larger than is considered by many, said Pierre Harang, vice president of Houbigant at the Annual Convention of Associated Chain Drug Stores.

In 1948 fragrance—and by fragrance is meant any product in the field where fragrance is the primary selling factor—constituted more than 100 million dollars out of a total of approximately 700 million for the entire toilet preparations business.

Why then the negative rumor that there has been a substantial drop in fragrance sales? Mr. Harang attributes it to the fact that fragrance has been confused with perfume, that whenever the word "fragrance" is used, the first thing that comes to mind is perfume, though it is but part of the fragrance business. Because there has been a small drop in perfume sales only since 1946, many people in the trade believe there has been a substantial drop in fragrance products, while this is not so. Fragrance products as a whole have increased in volume.

Another reason for the spreading of this negative rumor is the fact that in 1945 and even 1946 well established and reliable perfume manufacturers could not supply the demand and therefore, many houses which pre-war had never sold perfumes, as well as newcomers, flocked into the field, flooding the market with inferior quality perfumes, which women bought because they had the money and nothing to spend it on. Since they had not developed a taste for fragrance, they bought good and bad alike. In 1946 they stopped inferior products, with the result that many so-called perfumers passed out of the picture, leaving the impression that because of the many failures, the whole business had gone to pot—forgetting that none of the good quality houses had gone out of business.

Perfume sales in 1948 amounted to \$27,700,000, which is more than 27% of the entire fragrance business.

He points out the fact that the fragrance industry is young in this country and that it will make great strides,

as the men and women in the U.S. develop their sense of smell. Since the U.S. has the highest standard of living of any country it has an excellent potential. As in other fields what was once a luxury becomes little by little, a necessity. "Once used—always used" is slogan applicable to all fragrance products.

As ways of improving the fragrance picture in the future in Chain Drug Stores, Mr. Harang stressed the need for carefully evaluating new resources; of buying merchandise instead of concessions; of not adding more new classification of consumer goods, which takes space away from toiletries; of not displaying fragrance products with articles which do not make for the atmosphere needed for their successful selling; and of not reducing the cosmetic sales staff when business gets tight.

### Drug Store Profits

DRUG store proprietors are having increasing difficulty in operating their businesses at a profit, according to the 17th annual edition of the "Lilly Digest," which summarizes the 1948 financial reports of 1,122 drug stores.

Net profits earned by all stores reporting showed 25% of the stores had a net profit of 10%; 34% had a net of 5% to 9%; 20% earned 2% to 4%; 10% had a net of less than 2%, and 11% operated at a loss.

"The percentage of stores operating at a loss has been creeping up steadily in recent years," the report says. "After reaching a low of 4% in 1944, it went to 5% in 1945, to 7% in 1946, 9% in 1947 and 11% in 1948." The 1948 average, however, is well below the 34% reached in the depression year of 1932.

The "Lilly Digest" is issued by Eli Lilly & Co., Indianapolis. Each year the proprietor of each registered drug store in the United States is invited to submit his year's operations figures for confidential analysis. Within 60 days he is supplied with a complete analysis report representing a percentage breakdown of his figures, along with comments and suggestions.

### Cosmetic Make-up Cake

A COSMETIC make-up cake, which, he claims, is easier to make than older type products and which overcomes the tendency to cause dryness of the skin, is described by H. Sharlit in U.S. Patent 2,465,340. A typical procedure calls for the use of:

Talc .....	70 lb.
Titanium dioxide .....	15 lb.
Pigments .....	3 lb.
Dehydrated skim milk .....	15 lb.
Sodium lauryl sulfate .....	1/4 lb.
Mineral oil .....	5 lb.
Yellow petrolatum .....	5 lb.
Glycerine .....	10 lb.

The first five ingredients are mixed and the mixture passed through a micro-pulverizer to obtain complete intermingling. The powdery mass is placed in a mixer and the rest of the ingredients are added. The combined materials are again passed through the micro-pulverizer, and the material is then compressed into cake form and is ready for use.



# Television is Ready to Work for You

*How well is it adapted to do a mass promotion job for the cosmetic, soap and flavor industries? . . . What are its weaknesses? . . . What does it cost?*

*These and other relevant questions are answered by practical experience.*

JOHN BOYLE

**I**S television ready for use as a mass advertising medium? Will its cost be proportionately high or low, as compared with other media? How well adapted is it as a sales and promotional tool for the cosmetic, perfume, soap and flavor manufacturing industries?

Until comparatively recently, it would have been virtually impossible to answer *any* of these questions. Even now definitive, conclusive answers cannot be given to each query. But advertising pioneers, some of them from the cosmetic and soap industries, have blazed the trail and have made the initial trial-and-error mistakes and discoveries. As a result of their experimentation with programming and television commercials, some fairly reliable data has been unearthed bearing on the future of T-V generally, and as it has specific application to the plans of cosmetic manufacturers.

Consider this as an informed interim report, compiled just as T-V has come into its own *commercially*, after its huge prior success as an entertainment medium. Here, in one, two, three order are the answers to your questions:

## **PERTINENT QUESTIONS ANSWERED**

1. *Is television ready for use as a mass advertising medium?* Answer: Yes, and it is justifying itself much more rapidly and emphatically than its fondest supporters thought possible a year ago. Sales results vary, of course, but they have been uniformly good. One company (in the floor covering industry) decided to invest part of a fat surplus in the new medium, purely as an experiment. It found that T-V was outselling all other media used by the company, dollar per dollar.

2. *Will its cost be proportionately high or low as compared with other media?* Answer: Television time costs have followed radio time costs, as closely as possible. Comparisons with magazine and newspaper costs, therefore, are neither more nor less difficult than in the case of radio. There is one qualification: T-V has grown at such a dizzy pace, it has been impossible to keep an orderly "book" on rates that would be good over any wide area for a full week. Television people think they now know enough about their business baby to say, honestly, "Television will sell *more* of everything eventually at *lower* dollar cost. If your product is peculiarly adapted to T-V, it may do that job for you right now." And, it may be added parenthetically, they feel pretty certain you'll agree you're getting your dol-

lar's worth out of T-V from the time you begin to use it.

3. *How well adapted is it as a sales and promotional tool for the cosmetic, perfume, soap and flavor manufacturing industries?* Answer: Our reply to this question must be given in two parts. First, the theoretical finding. On this score, T-V people say geography is still the most important factor. T-V is and for years will remain very much an *urban* sales tool. Consequently, products selling well in big centers of population are well adapted to T-V; tractors and other farm implements would not be well adapted. From this viewpoint, cosmetics and toilet goods would seem to be very well adapted to T-V use (to the extent that one wonders why more manufacturers in the field have not taken the plunge). It reaches a major part of their market, with little waste.

But, what has actual experience in the field shown? That, of course, provides the second part of our answer. As we have indicated, use of T-V by toilet goods and cosmetics people has been somewhat limited (although important new schedules are coming up); even that amount of experience has shown, however, that product acceptance, as reflected in brand acceptance, is high.

Daniel Starch and Staff, consultants in business research, bear out the conclusions on this favorable impact. Each month, the organization sends crews out to interview hundreds of television set-owners. Recognition and recall techniques are used. Questions asked cover viewing, attitude and measure of brand acceptance.

In comparison with the acceptance vouchsafed products in general, field work shows, that accorded such products as Ivory soap, Vel, Lustre-Cream shampoo, and several other toilet goods and soap products, has been relatively at a high level.

## **LUSTRE CREAM SHAMPOO PROGRAM IS POPULAR**

In the case of Lustre-Cream, for instance, 30 percent of the men interviewed remembered having seen the television commercial used in behalf of the product, and of these some thirty-six percent said that they either "looked forward" to seeing the commercial, or "enjoyed" it.

Among women viewers, as was to be expected, memory quotients and acceptance were even higher. Fifty-two percent of the women interviewed remembered

having seen the commercial, and fifty-three percent said they looked forward to and enjoyed seeing it.

For both men and women (taken as a group) brand acceptance was high. Twenty-seven percent of *viewers* said they selected the brand, as against twelve percent of *non-viewers*.

There are some general conclusions, applying to cosmetics and toilet goods in common with all other products, that are just as important in any analysis of the future commercial performance of television.

#### **MISTAKES THAT HAVE BEEN MADE**

First, the impact of T-V seems tremendous. . . . People seem to like or dislike intensely the things they see and hear on television. This is reason for caution, as well as for sales optimism. Sponsors coming into television for the first time can now profit by the mistakes of their predecessors.

What were some of these mistakes? The most common reasons for "dislike" or "object to" in comments of those interviewed included, "Been on too long, tired of seeing it. . . ." "Commercial is too long" . . . and "Not natural enough." The latter reason was frequently quoted. In one series of five interviews involving a tobacco product, three persons said the commercial for the product was "silly." By this, they meant that the action was not natural, was too forced and unrealistic. The same sort of copy formerly read on radio with good results was *not* satisfactory when *read* and *enacted* on T-V.

Here are some actual quotes, taken verbatim from

interviews with various television-set owners:

"They cut in at the wrong time. Cuts up the program."

"Too many characters and too repetitious."

"Not true to life and the music's too loud."

"How could you get that pepped up over a common necessity?"

"Not mature. Stupid. Never see a fellow rave like that over a razor blade."

"It's childish. You never see and hear men carry on such conversations."

"It's sickening. Fatuous. My kids watch it, but I don't."

"Too false."

It will be noted that criticism of unrealistic commercials is merciless and widespread. Naturalism, at this state of T-V's development, is apparently essential to its acceptance.

One company has found this out to its sorrow. Its product, plugged by a distinctive trade mark character, was one of the outstanding radio sales successes of the decade. The same trade mark character, on T-V, has been a flop and has caused some hurried sales conferences. Unreal and "visually unappealing" is apparently the verdict.

#### **COMMERCIALS WOVEN INTO PROGRAM**

How about technique? Well, research men in T-V classify commercials as "integrated" (woven into the program), "dramatic" (separate commercial telling a story), "cartoon," "service" (as in time signals), "dem-



Production in studio during the photographing of a film commercial for the Hoffman Beverage Co. . . . Sound track was prepared first and visual action was then carried out to the playing of the sound track. . . . Commercial is being used for 20 second spots.

onstration," and "stop motion" (in which tricks are played with film).

In the use of these techniques, there have been several surprises. Demonstration commercials, contrary to expectations, have not been too successful. Stop motion messages, a hit for the last several months, may be expected to lose some of their popularity as the novelty wears off. For the long pull, as far as toilet goods and cosmetics manufacturers are concerned, dramatic, integrated and dramatic-demonstration techniques would seem to be the most promising.

#### ALMOST THREE MILLION TV SETS IN USE

Finally, a word on your present market. In 1946 there were eight stations on the air in six cities and there were 10,000 sets in the hands of the public. At the end of 1947, there were eighteen stations, some 142,000 receivers. On New Year's Day, 1949, there were fifty-one stations, in twenty-seven cities, with 1,000,000 sets in use. Since the first of last year, progress has been phenomenal; there are now eighty-eight stations on the air, in fifty-seven cities, and there are some 2,700,000 sets in use. There will be far over 100 stations in another month or so, and the FCC has 351 frozen applications on hand. Some T-V men say that if you start to plan a program today, by the time you have it on television, there will be 4,000,000 sets in use!

That's how fast T-V is growing, how important it has become as a sales tool. It is hoped this article will be of use to you as you consider plans for future use of that tool.

#### Alginate Preparations

THE alginates, which are derived from seaweed, find increasing use in the fields of cosmetics and dermatology. The value of glycerine in the formulation of alginate preparations is well indicated in the report by R. E. M. Davies (*Soap, Perf. & Cosmetics* 22:365, 1949). Illustrative is the following method for making a detergent jelly:

Calcium alginate .....	2.00 parts
Sodium citrate .....	1.00 part
Technical triethanolamine lauryl sulfate ..	10.00 parts
Glycerine .....	5.00 parts
Methyl p-hydroxybenzoate .....	0.15 part
Perfume and coloring .....	sufficient
Water, to make .....	100.00 parts

Mix the ingredients, brisk stirring being continued until the mass begins to thicken, when the preparation should immediately be packed.

Another interesting preparation, a so-called "jelly-cream," consists of a stable product with the appearance of a cream and the texture of a jelly. On application it rubs in easily to leave a soft effect. Such a product is made from:

Sodium alginate .....	1.00 part
Calcium citrate .....	0.20 part
Lanette Wax SX .....	3.00 parts
Glycerine .....	10.00 parts
Liquid petrolatum .....	3.00 parts
Methyl p-hydroxybenzoate .....	0.15 part
Perfume .....	sufficient
Distilled water, to make .....	100.00 parts

Heat the wax and oil on a water bath until fluid and then add, with constant stirring, to a solution of sodium alginate and the glycerine in 50 parts of hot (65°C.) water. Emulsify and homogenize. Reduce the calcium citrate to a fine powder, slurry with the remainder of the water, add to the mixture, stirring briskly, pack and allow to set.

#### Premiums as Sales Factor

THE extension of highly competitive market conditions into all major industrial fields places premiums in a position where they may be a crucial sales factor, according to Egmont Arens, industrial designer. Speaking at a luncheon meeting of the New York Premium Club, Mr. Arens predicted that a comparatively new type of premium, made possible by advances in the development and fabrication of plastics, would grow in importance. He called this new type the "built-in" premium, because it is actually a part of the product or package, itself, and appeals to consumers at point-of-sale and in the home at point-of-use. He cited Kraft's gaily patterned glass container for cheese spreads as the "classic example" of the *built-in premium*, declaring that "the imprinting of bright and varied figures on these glasses transformed them from mere containers into items avidly collected by millions of housewives". He explained that the tremendous flexibility and range of plastics, coupled with their durability, make them particularly suitable to adaptation as *built-in premiums*. He pointed out that two major toothpaste manufacturers, Listerine and Kolynos, have adopted premium plastic caps as a part of the product, and that Mennen's has built-in a plastic rattle premium for its baby powder. Close product tie-in and premiums which lend themselves to demonstration, he said, are required for effective television advertising.—*Packaging Parade*



"That good looking young fellow at our beauty bar is our best cosmetic promotion in ten years!"

## The Economy Has a Cold

LET us get behind economic changes before the danger of falling revenues, languishing trade and jobless among the young and middle-age groups is upon us. A patient with a cold was told by his doctor, who hadn't been too helpful, to walk home from the doctor's office. The patient demurred: "Why doctor, it's teeming outside and I'll surely get pneumonia if I dare walk home. You can't be serious." The doctor replies, "But I know what to do for pneumonia, but not for a common cold." The economy has a cold. It would be unwise to risk pneumonia. The patient is too important. His continued good health is necessary for the world's health.—*Emil Schramm.*

## Largest Retailers Report 1949 Sales

ACCORDING to the National City Bank the largest retailers in the United States reported the following sales (in millions of dollars) for the calendar or fiscal year of 1949:

### Department & Specialty Stores

Allied Stores Corporation	\$419
Associated Dry Goods Corp.	151
Barker Bros. Corp.	33
Best & Co.	39
Bond Stores	84
Broadway Dept. Store	54
Lane Bryant, Inc.	*36
Bullock's, Inc.	117
Burdine's, Inc.	27
Carson Pirie Scott & Co.	69
City Stores Co.	168
Consolidated Retail Stores	36
Crowley, Milner & Co.	26
Davidson Bros.	32
Emporium Capwell Corp.	63
The Fair	37
Federated Dept. Stores	347
Marshall Field & Co.	225
Gimbel Brothers	307
Goldblatt Brothers	95
Grayson-Robinson Stores	74
Hale Bros. Stores	29
Halle Bros. Co.	40
Hearn Dept. Stores	34
Hecht Company	83
Higbee Company	42
Joseph Horne Co.	54
Howard Stores Corp.	31
Interstate Dept. Stores	67
Kobacher Stores	29
Lerner Stores Corp.	127
R. H. Macy & Co.	315
Mandel Brothers	36
Mangel Stores Corp.	27
May Dept. Stores Co.	407
Meier & Frank Co.	44
Mercantile Stores Co.	119
Miller-Wohl Co.	28
National Department Store Co.	90

Ohrbach's, Inc.	39
J. C. Penney Co.	885
Rich's, Inc.	49
Richman Bros. Co.	41
Rike-Rumler Co.	29
Ed. Schuster & Co.	41
Scruggs-Vandvet & Janney	57
Stix, Baer & Fuller Co.	48
Thalhimer Bros.	25
Western Dept. Stores	30
Wieboldt Stores	60
Woodward & Lothrop	39
Younker Brothers	37

### Chains-Variety Stores, Etc.

Edison Bros. Stores	75
Gamble-Skogmo, Inc.	152
W. T. Grant Co.	234
H. L. Green Co.	102
Katz Drug Co.	27
G. R. Kinney Co.	35
S. S. Kresge Co.	289
S. H. Kress & Co.	165
McCrary Stores Corp.	98
McLellan Stores Corp.	56
G. C. Murphy Co.	138
Neisner Brothers	58
J. J. Newberry Co.	135
Peoples Drug Stores	47
Reliable Stores Corp.	25
Rexall Drug, Inc.	174
Thrifty Drug Stores Co.	44
Unit. Cigar-Whelan Stores	77
Walgreen Company	163
F. W. Woolworth Co.	624

\* Indicates 8 months.

## The Tax Burden

THERE are abundant signs that we can achieve a balanced and highly productive economy following the post-war period of inflation and readjustment if we adopt a sound fiscal policy. Such a policy would stimulate increased purchases of goods by the consuming public and give necessary incentives to job-creating investment without reducing federal revenues. It will be a happy day for all when the Congress can substantially reduce the tax burden in all income brackets. This we are unable to do now if we are to fulfill our world-wide responsibilities, but we can make immediate revisions in the interest of incentive.—*Hon. Walter A. Lynch*

## Safer Insecticides

THE year 1950 will certainly find the trend increasing in the direction of safer insecticides. On January 17, the Food and Drug Administration begins a series of hearings to determine the relative hazards of insecticides. Out of those hearings undoubtedly will come a clearer indication of what type of insecticide to use, and where, when and how.—*William P. Marsh, Jr.*



# What the Retail Buyers Report

*Good year ahead seen by most retailers . . . Trend is*

*Towards smaller packages at more popular prices . . . En-*

*ergetic promotions bring satisfactory results wherever tried.*

**T**HE coming year promises to be a good one for the cosmetic industry. Christmas sales generally met all expectations as to volume and ideas were obtained which may serve both manufacturers and retailers alike in planning sales and promotion for the balance of the year. Generally the trend was towards smaller sized packages which necessarily sell at more popular prices.

## Good Year Ahead for Manufacturers Who Work with Retailers

**Chicago**—Chain drug stores' presentation of perfumes and cosmetics generally is superior to that of any shop except the speciality swank emporium.

Department stores with extensive space in which lines are displayed are not using either display or advertising to the same advantage as the drug chains.

The larger stores throughout the Middle West have gone overboard on glamour, sexy appeal, and the passionate excitement such-and-such a fragrance produces to aid "her" in getting her man! How much of this co-operative advertising the maker is responsible for is not being divulged but he may well hang his head in shame. Fragrance carries a tremendous spiritual uplift with it—wisely used and known how to apply. It pleases her who wears it and those who pass her.

### SELL FRAGRANCE IN 1950

A study of departments, advertising and windows in seven major cities of the Middle West reveals that not one has an idea of *Use of fragrance* for any but a *Big Occasion*. Fragrances should be as much a part of daily dressing as is the lipstick, the soap and water, bath or shower. Women don't know how to use perfume, unless by chance they've learned the art in France where fragrance is as important as wine.

Perfumes and colognes had their big month last December. But what about the other 11 months of the year? Soap makers sell that all year. Why aren't fragrances featured as one of the fresh-vibrant themes for the day, to make one feel important to herself? The business woman, the career gal, the college co-ed and the junior miss are business potentials that the sexy-get your-man-advertising do not particularly appeal to. They want to feel fresh and what does it better or more efficiently than a subtle fragrance?

Recently a survey among perfume, cologne and cosmetic buyers did not reveal a single drop of fragrance

on one of 10. One buyer said: "We never let the girls use it during business hours." At least that was as good a way to lose a sale as any dreamer could conceive. If 13 girls in a department had their choice of fragrances the store would soon have so many repeat orders a major executive would come to see what happens!

### CHRISTMAS WAS JUST PERFUME

If any manufacturer of fragrances felt his brand did not match up to his anticipated retail sales it was because there were only 48 pages of such presentation in two days throughout six cities. One was "wooded, courted, intrigued, dazzled, lucky-in-love, a forbidden fragrance, witty, even a crowning glory, tender, sentimental, memorable, giddy, and could decorate her charms, exciting as Paris . . . tantalizing," and there were many more words of similar meaning to "intrigue" some on into buying. That may be advertising psychology but it is not selling psychology for those statements cannot be proved by the retailer as a guarantee to his customer. Certainly it's smart. But let's get down to selling fragrances because they make one feel happier, more important to one's self, and because a delightful fragrance is just plain delightful, even as is the fragrance of a rose. It's heaven scent.

### COSMETICS FOR JANUARY

The makers are going to hear a lot more from the women who use their products than in the past. Some of it will be silent treatment—no sale—others will receive letters and retailers will confer with their sources as to what to do about bottles that do not have a solid, firm base . . . that slip out of wet hands in the bathroom or the kitchen because these are not easy to grasp.

Women want bottles that won't tip, plastic jars and bottles for travel, and packages more compact than ever offered. The customer will cite the smart, neat box from Paris, it was not as intriguing as the contents but she was not buying a "box."

Chain drug stores report that men buy a "package" and women return it. Yet these are the stores that use the nationally advertised maker's name and feature perfume, cologne, etc., with one line that includes price. And these stores sell cosmetic cases up to \$125. They sell without glamour.

### JUNIOR COSMETICS

Junior cosmetics are usually found in the girl's section of leading department stores. A girl buys what she likes from the looks. But there is little information



given on use. For the very little girl there are bubble-bath bottles and gay balls for the tub that sell well. This is a field which does not conflict with the major department but which is the training ground for the best customer in cosmetics. These had but one or two chain drug store mentions.

#### **DUETS WANTED**

Matching perfume flacon and lipstick were a holiday high light, but need not stop there for there are always birthdays and going away gifts and these are ideal. Even the empty gay lip-stick container can be filled with one's own brand. The "baubles" that were made up for the tree are gift ideas that should be featured for the entire year, say buyers who spent most of last month on the floor and learned much from their customers. This was especially true in Kansas City stores. Harzfeld's used the duet and even quartette idea with success. This was a good repeat idea in Minneapolis. The Golden Rule of St. Paul found "gold" in the Hollywood presentation of the Max Factor ensembles as did L. S. Ayers & Co., Indianapolis. Kits for nails, and travel are high on the list of sales' favorites at The Boston Store, Chapman's, Gimbels, Schuster's in Milwaukee, at Marshall Field & Co., Mandel Brothers, Carson Pirie Scott & Co., The Fair, Chicago, and Emery Bird Thayer, Kansas City followed this major theme. Coty's packaged items at Gimbels, Milwaukee, began at \$3.50 and extended to \$10.

Famous Barr Co., St. Louis was one of the few department stores to use as much full page presentation as did the chains. It paid off in substantial sales. William H. Block Co., Indianapolis, used a half page to feature men's toiletries, Dayton's, Minneapolis used the same and both found that the returns were good. Chicago stores offered an occasional ad but failed to match in space or presentation the neighboring cities. Donaldson's also featured men's finer cosmetics with success, as did John W. Thomas & Co.

It can be a good year for the maker who works closely with his retail customer. The consumer today wants more quality for her dollar than in 15 years. Unless she realizes that cosmetics add something to her livingness the merchandise will remain on the counter. It must also be in plain sight and available for her to feel, study the price marks and make her final decision.

Suggest to your retailers that when merchandise is shown in a window, if the price tag is so placed a window shopper can read it, telephone and mail orders will follow. A furniture store has tried the plan and it has been far more successful than the day-dream-idea ever appeared. Naturally it is breaking away from custom but what of that? No one likes a change more than a woman and she'll buy if the retailer makes it easy, and especially so if it's under \$5.—*Jean Mowat*

#### **Heavy Stocks of One to Three Dollar Items Sold Well**

**Atlanta**—The buyers and various department heads were downright jubilant as they reported that Christmas cosmetic sales have exceeded last year's. They are also speaking fondly of a record-breaking performance in cos-

metic departments, in that everything has gone pretty well according to plan, thereby establishing the first definite pattern for buyers that they have had in many years.

Expecting a season of cagey buying, the buyers were careful to carry heavy stocks of \$1, \$2 and \$3 items. Toilet water, dusting powder, little bottles of perfume, musical powder boxes, boxes of soap were snapped up quickly, often moving whole orders in a single day.

This has been the best season yet for special gift-wrapped packages and children's cosmetics, soaps, toilet water and bubble bath, moved out at an accelerated pace.

Atomizers, particularly the small pocket ones, and manicure kits have had a boom season.

Staple merchandise has held up remarkably well, due in part, perhaps, to a program of suggested selling many of the managers instigated to keep them moving, such as: "Now don't you need something for yourself—cleansing cream, astringent, lotion, powder . . .?" This approach generally catches the purchaser unawares and sends her home with a neat selection of personal wares.

The bulk of the seasons buying, was done by women, many of whom shopped on close budgets.—*Maynita Gerry*

#### **Retailers No Longer Can Clean Out Roosters During Holidays**

**Los Angeles**—The toiletries business this past holiday season in Los Angeles was nice business. High priced and even moderately priced items languished on the shelves. "They're dollaring us to death," said one store.

Another, having experimented last year with a prominently placed booth in which were displayed an assortment of items priced each at one dollar, on the strength of that showing doubled the space this year. At each end of the department a booth was erected, a large sign called attention to the fact that every item in each booth was priced at one dollar.

Still another store concurred in the statement that dollar merchandise was the objective of most of its toiletries customers this Christmas, but went further and said that if the item was obviously sound value at the offered price it found a ready acceptance if the price was still in the "moderate" classification.

One Pacific Coast buyer is noted for frankness. "Tell Coty, Bourjois, Houbigant and all the other houses with sets what they can do with them so far as their store is concerned next year. We displayed them, on account of the girls, but the space sets occupied this year was practically wasted. To my mind the day of sets is past."

This same store made its figures, but that was accomplished, the buyer said, by waiting on and selling more people. "There are more people in the department this past Christmas season than there were in 1948, and that's the only thing that saved us," this buyer said. "This year we couldn't afford to let any of them get away."

Buyers were agreed that shopping was sharp this year. "Remember way back when at holiday time you could clean out all the roosters that bulged your inventory all year?" asked one. "No more. If an item wasn't

that it didn't sell any better this past Christmas season than it did during the year."

Musical powder boxes were in short supply. So far as we could check all downtown stores sold out on them well before Christmas. Shaving brushes got a good play. The vacant spots in most toiletries sections were in front of the perfume and sets displays. Buyers agreed that there was less unpleasantness this past season over the 2 per cent tax than in any season since its inception. But they all had the explanation. "Individual purchases were in such a low bracket that the 20 per cent tax didn't bulk very large. Whether or not it was as influential in killing sales on high priced perfumes this year as it has always been is hard to say, as interest in expensive perfumes was low anyway."

By way of comment we might add here that the Christmas season of 1949 was like all others we have ever observed in that most sales of expensive perfumes were made in the last week before Christmas, and the bulk of these in the last few days. For that reason most West Coast perfume salesmen, not having West Coast warehoused stocks, have a supply of their better numbers shipped to them for last minute personal deliveries to stores caught short just before the whistle blows.

There have been many changes in buyers on the Coast this year. Pressure is on all down the line. It may be that the holiday season of 1949 will change the picture still more. Figures are now being analyzed. It seems safe to predict now, however, that manufacturers with substantial items, fairly priced in a moderate range, will do all right in 1950 whether they can call the buyer by his or her first name or not. And as for sets for next year—do you know the name of a reliable collector of unused pasteboard boxes?—*Don Cowling*

### Smaller Sized Packages in Greatest Demand in Buffalo

**Buffalo**—At Hengerer's, it was noted during the period of Christmas buying that smaller sized packages of everything were in demand as gifts—perfumes, lipsticks, colognes, etc., with imported soaps selling at a terrific rate.

Significant for use by manufacturers at a future date was the fact that many purchases of medium-sized and small-sized colognes were accompanied by the frequent request that the bottle be packaged in a Hengerer gift box, with an atomizer from another section of the toiletries department to be included. If manufacturers would include an attractive but inexpensive atomizer in their cologne packages they could make a fair-sized killing throughout the year.

In the more costly classification, dresser sets and miscellaneous fancy goods were selling a tremendous volume at Hengerer's. And most outstanding of all tallies here were the sales rung up on the cash register of their perfume bar—an 8 ft. x 3 ft. oval bar in the center of a main floor aisle, where bulk perfumes were doing a bouncing business, along with the packaged varieties.

In this category Chanel, Guerlain and Caron were topmost among the old-country French fragrances... with Dana, D'Orsay and Faberge leading in the domestic lines. Seasonal names were boosting the sale of the

ever-popular "Christmas Night" . . . with Countess Maritza's "Silent Night" proving a favorite in the more moderate price range.

At L. L. Berger, leading specialty store of the area, they sold more expensive items this Christmas than last. The more exotic perfumes and utterly luxurious "fancy goods" are primary preferences here, with dresser sets of from \$30.00 to \$60.00 achieving greater sales volume than those in the \$10.00 to \$25.00 price range. —*Maggie Flemming.*

### Moderate Priced Items Ringing Up Biggest Sales in Cincinnati

**Cincinnati**—Stores in which the cosmetic department is centrally placed on the first floor had especially good results in the past month since the Monday-night store hours brought tremendous traffic through their counters. There the bright, attractive, festive packaging and low-priced gadget items did the rest.

Though one department reported that cheaper items—under \$2—were much greater sellers than higher priced ones, and that people who had spent \$5 for gifts last year were spending only \$3 this year, the same department predicted it would meet last year's figures through increased volume.

One enterprising department manager put a counter of electric razors in his women's cosmetic section and found he had a gold mine. Women apparently were impulse-buying them for their husbands. The same store (Pogue) reported a sustained rush upon an in-the aisle counter where eight individually powder puffs, with the buyer's name or initial in gold on the puff band, in an acetate container were offered for \$1. This store reports that Voodoo is a hit here, and that reorders have already been made. Chanel No. 5 is again a big seller, while scents that ordinarily go well were slow. Other stores consistently revealed high sales for the name brands, however, with Dana, Faberge, and Tabu probably out in front.

Helena Rubinstein's entire "White Magnolia" line took with a bang here. Tussy's \$1 snowman full of wind-and-weather lotion was a success wherever it was on the counter (so much so that it makes one wonder where sales will come from on the annual mark-down promotion).

Coty sets were going fast everywhere; so were Revlon's. Rollman had imported Degas scents from Paris at an amazing price reduction and the buyer there reported that Cincinnati women liked them, apparently still tempted by that "something French" angle. Shillio's biggest single item was probably Elizabeth Arden's "Perfumaire"; another hit there was a leather compact (calf or snake) with its lipstick attached, for \$1.95, with an initial in gold. A clever counter dressed up as a Swiss chalet was the background for musical powder boxes, and sales were large.

The Dow Drug chain's early successes were lovebird sachet novelties and three-compartment hosiery containers of plastic at 59 cents. Low-priced sets were selling. The rush for more and better merchandise was late in the month, as usual.

Sales of men's cosmetics were slightly increasing; chil-

dren's cosmetics (Kidmetics) were also on the upswing. Numerous half-price sales were planned to sustain New Year business, in spite of the fact that most buyers dislike them. (Last month a salesgirl actually suggested that I wait till the Tussy half-price event to buy my shampoo!—*Mary Linn White*.)

### High and Low Priced Items Selling Well—Medium priced, Slower

**Pittsburgh**—Buying during the Christmas season was markedly different from the past.

It reflected a study in extremes. There was much demand for dollar items; there was activity in around thirty dollar items. The "in-between" brackets moved slower.

An analyst of economic trends could doubtless prepare some interesting graphs that would point up the future approach to be made by manufacturers of cosmetic lines.

Attractively packaged inexpensive "gadget" beauty items are proving to be in demand. (Specific examples: Tussy's "Snow Man" filled with Wind and Weather lotion. Naylor's lipstick bell. Purse atomizers, such as Arden's and the one featured by Faberge.)

Colognes and perfumes continue as popular leaders season after season, and this year is no exception. Here, too, the "big and little" buying is evident.

The usual custom of stores remaining open two nights a week (Monday and Thursday) prior to Christmas started December first. Thursday night buying held up well, with a record-breaking crowd reported for the last weeks before Christmas.

Response to inserts in mailing pieces has been good, it is reported. The fact that especially attractive items were selected may account for the response.—*Lenore Brundige*

### Customers Spending Freely in Dallas After Energetic Promotion

**Dallas**—Perfumes and colognes were definitely in the lime-light during the Christmas season in Dallas. Every major department store featured various brands in window displays as a major part of the Christmas picture. Newspaper advertising was plentiful.

Both A. Harris and Neiman-Marcus showed scents as an important part of holiday style shows. At Neiman's "Christmas Gifts Walking" show, for instance, a complete sequence was titled. Seven models were used to present odors suitable for the Christmas season as suggested by Neiman-Marcus. First came a girl costumed as a dressing loaded with various colognes and perfumes; following her were models carrying bottles of Dior's "Blue," Arpege, Lelong, Rocha's "Femme," Patou's "Awaited Hour" and "Blue Grass." This style show was one of the store's biggest and was held at night. Admission charges were donated to charity.

Christmas business was excellent. One clerk said she didn't believe she'd ever been as busy. She thought that ordinarily the biggest run on the cosmetic counters came the last week before Christmas, but this time the rush started early in December.

Another clerk believed that more people knew what

they wanted this year and asked for brands by name. She felt this was due to national advertising programs by many name brands.

Contrary to the expectations of many department buyers, price does not seem to be the controlling factor in this year's market. Customers still seem to be spending money freely.

Because heavy sales in the cosmetic items do not hit the chain drugs until after December 15, the volume of their advertising was concentrated then; however most stores showed brisk sales throughout December. Gift items sold well, promoted by nothing but counter display, and customers even seemed to be stocking up on such staple items as cold cream, tooth powder and shampoo. Demands for ammoniated tooth paste and powder continue to increase.

One of the fastest moving departments in Sanger Bros. the year 'round. Cosmetics literally is three-deep in people this season. One newspaper advertisement featured in a full page, 26 different kinds of perfumes and colognes. Clerks report the demands were "amazing."—*Jean Shaffer*

### Cosmetic Excise Tax Collections

Tax collections for the twelve months ending November 1949 are:

	1949	1948	1947
January	9,648,063	10,371,512	
February	12,984,776	12,290,714	
March	6,796,181	6,927,991	
April	6,913,884	6,927,991	
May	6,983,445	6,660,851	
June	7,625,450	7,283,509	
July	6,776,881	7,332,070	
August	7,807,221	7,506,518	
September	6,859,446	6,890,757	
October	6,760,409	6,335,804	7,048,093
November	7,738,779	6,872,541	5,386,690
December		8,079,746	8,545,762

### Business Men's Hazards

**I**N the fevered competition of getting ahead business men often subject themselves to physical and mental strains which their hearts were not built to withstand indefinitely. Some of these are:

1. Exercise. You are not a college boy any longer so leave ultra strenuous tasks alone. Its the sudden, extra over-exertion which may touch off a heart attack.
2. Overeating. One big meal makes more work for your heart than two small ones. Watch your waistline. If you are toting 20 to 30 extra pounds of fat around you are giving your heart that much more work to do.
3. Drinking. Alcohol is all right in moderation.
4. Nervous strain and worry. There is strong evidence that constant nervous strain can undermine even the toughest heart. If you weren't born with a weak heart then nervous tension is one of the best ways to get one. Doctors advise overworked men, tired men and jittery ones to take frequent rests. You get just as much work done if you do it piecemeal.—*B. C. Forbes*



# FLAVORS

## The Use of Essential Oils in Flavors

*The complexity of the composition of essential oils gives them a distinction difficult to obtain with other ingredients so they hold a secure place as flavorings.*

MORRIS B. JACOBS, PH. D.\*

THE products obtained from the plant kingdom in which the odoriferous and flavoring characteristics are concentrated are known as essential oils. Such products are also known as ethereal and volatile oils in the literature in contradistinction to the mineral oils and the fixed oils of animal or vegetable origin. The latter are also known as the triglyceride oils.

### Different Oils from Same Plant

Essential oils form a very important part of the materials available to the flavor chemist for the formulation of flavors. Such oils have been derived from about 87 plant families. As is well known different volatile oils are obtained, at times, from different parts of the same plant. Thus for instance mace is the dried arillode of *Myristica fragrans* Houtt and nutmeg is the dried seed of the same plant. The volatile oils derived from these spices show differences in composition as well as in flavor. Another and more dramatic example is the essential oils obtained from the or-

ange tree. The rind of the fruit yields orange oil; the flowers of the orange tree yield oil of neroli; and the leaves yield still another essential oil.

### Classification

There are various ways in which essential oils may be classified but for the purposes of this article, we can briefly mention (a) geographical origin, (b) source, (c) preparation, and (d) use.

**Geographical Origin.**—Grouping the essential oils according to geographical distribution is a common practice since superior types of volatile oils are produced in specific geographical areas. The plants from which they are obtained can grow best in such areas because of favorable soil and climate conditions.

**Source.**—The source of essential oils are the 87 plant families mentioned above, and as noted, the part of the plant utilized, namely, fruits, buds, flowers, seeds, leaves, stems, roots, rhizome, bark, wood, and other parts of the plant.

**Preparation.**—The methods used for the preparation of essential oils fall into five principal types. These

are (1) expression, (2) distillation (water distillation, water and steam distillation, steam distillation and other variations which are discussed in great detail by Guenther) (3) extraction with solvents, (4) counter-current extraction (though this may be considered a variation of the third method), and (5) enfleurage.

**Use.**—Classification according to use is very helpful. In this instance there are three broad classes, with one of which we are intimately concerned. These are (1) flavoring foods, confectionery, and beverages; (2) perfumery, soap, and cosmetics; and (3) therapeutic purposes. Employment of essential oils for the first two purposes is of greater importance than for the third group.

### Flavor Essential Oils

For centuries, for there are many Biblical references, spices and herbs were used for flavoring foods. In more recent times, concomitant with the growth of the essential oil industry, essential oils instead of the spices themselves have been used for flavoring purposes. The most important of these oils used in the United States and

\* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

# *F* **LO RASYNTH SPECIALS**

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Florasynt Labs. • (Canada Ltd.)—Montreal • Toronto • Vancouver • Winnipeg—Florasynt Laboratories de Mexico S. A. Mexico City



their botanical source are the following:

**Allspice or Pimenta Oil** is derived by distillation from the dried, nearly ripe (berries) fruit of *Pimenta officinalis* Lindl. An essential oil is also obtained from the leaf of this plant.

**Almond Oil, bitter** (free from hydrogen cyanide, that is prussic acid) is derived from the dried ripe kernels of *Amygdalus communis* L. after the fixed oil has been extracted and from which the hydrogen cyanide has been removed.

**Angelica Root Oil** is obtained by distillation from the dried root of *Angelica archangelica* L. (*Archangelica officinalis* Hoffm.), a plant native in the European Alps.

**Angelica Seed Oil** is another essential oil derived from the seed of this plant by distillation.

**Anise or Aniseed Oil** is obtained by distillation of the dried fruit of *Pimpinella anisum* L. Some of this oil comes from the central European countries and Russia.

**Basil Oil or Sweet Basil Oil** is derived from *Ocimum basilicum* L. a sweet aromatic herb native to India. Much of the commercial oil is obtained by distillation of the flowering tops of the plant grown in France. An analogous oil is produced from a plant grown in Réunion.

**Bay Oil, Sweet** is a volatile oil distilled from the dried leaves of the sweet bay or laurel tree, *Laurus nobilis* L. It should not be confused with oil of myrcia or common bay oil which will be described in a subsequent issue.

**Calamus Oil** is the volatile oil derived from the dried root of *Acorus calamus* L. It has an aromatic and spicy note.

**Caraway Oil or Oil of Caraway Seed** is the essential oil obtained by distillation from the dried seed of *Carum carvi* L. This oil is widely used for the flavoring of confectionery, baked goods, and for the manufacture of cordials and liqueurs.

**Cardamom Oil** is derived from the dried seed of *Elettaria cardamomum* Maton by distillation.

**Carrot Seed Oil** is an essential oil that is obtained by distillation of the seed of *Daucus carota* L.

**Celery Seed Oil** is derived from the dried fruit of *Celeri graveolens* (L.) Britton, also classified as *Apium graveolens* L. by distillation. It is a good flavoring oil.

**Chervil** is a low growing herb, *Anthriscus cerefolium*. There has been little development of an oil from the leaves of this plant which are used for seasoning.

**Cinnamon Oil** (U. S. P. XIII) is the volatile oil distilled with steam from the leaves and twigs of *Cinnamomum cassia* (Nees) Nees ex Blume. This corresponds with commercial *Cassia Oil*. Thus there are two commercial cinnamon oils one derived from Chinese cinnamon, that is from *Cinnamomum cassia* and the other from the bark of *Cinnamomum zeylanicum* Nees. The latter oil is known as Oil of Ceylon Cinnamon and is the only cinnamon oil recognized by the British Pharmacopially known as Cinnamon Oil. *Saigon Cinnamon* is to be distinguished from the other two products since it is the dried bark of *Cinnamomum louirii* Nees.

**Clove Oil** is the essential oil derived from the dried flower buds of *Caryophyllus aromaticus* L. It is one of the most important flavoring essential oils. It is sold commercially as U. S. P. grade and also as U. S. P. twice rectified to give a finer

product.

**Coriander Oil** is derived from coriander seed the dried ripe fruit of *Coriandrum sativum* L. by distillation.

**Cubeb Oil** is the volatile oil prepared by distilling the berries of *Piper cubeba* L., a plant of Indonesia, formerly the Dutch East Indies. It is used in flavor work for its spicy character.

**Cumin Seed Oil** is obtained from the dried fruit of *Cuminum cuminum* L.

**Curacao Peel Oil** is the essential oil obtained by expression from the peel of *Citrus aurantium* var. *curasaviensis*. It is used in liqueurs and cordials.

**Dill Weed Oil** is the oil derived from the entire plant, *Anethum graveolens* L. by distillation before the herb is mature. It has wide use as a flavoring particularly for pickling processes. An essential oil is also obtained by distillation of the dried ripe seed.

There are many other essential oils that are used for flavoring purposes but because of space considerations they will be listed in a forthcoming issue.

## Flavored Notes

The beta-hexenol obtained from a natural source such as oil of peppermint is the *cis* compound.

\* \* \*

Curcuma or turmeric is the dried rhizome or bulbous root of *Curcuma longa* L.

\* \* \*

In work done with nordihydroguaiaretic acid, N.D.G. A., it has

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Dulse is a sea weed, *Sarcophyllis edulis* which is used as a relish.—*M. B. J.*

## NEWS

### Self Service Food Stores Growing Rapidly

Self-service food stores have reached a new peak in popularity, attracting 82.4% of the families last year as compared with only 41.3% in 1939, according to the 11th "Survey of Homemaking" published by the Dell Modern Group.

In the last previous study conducted by the Dell magazines in 1946, 7.9% of the families reported buying food and food products at self-service stores; in 1944, the figure was 64.4%.

By types of stores, chain outlets increased their lead last year over the independents. Of all families, 53.6% buy at the chain stores, compared with 49.1 in '46. The independent outlets accounted for 46.4% compared with 38.7% in the previous study; delicatessens declined from 6.1% to 4.7% during the period; outlets accounted for 7.3% compared with 6.1%.

The survey points up the fact that chain and self-service stores of all kinds are most popular with middle and upper-income groups in medium-size cities.

### Useful New Products Produced from Tangerine Culls

Work carried on by the chemists of the Florida Citrus Commission at the U.S. Citrus Products Station in Winter Haven, Florida has resulted in the development of new products from the culls of the tangerine crop.

One of these is a new syrup, light brown in color honey-like with a sweet fruity taste and high in its vitamin C content. Its uses include that of a table syrup, as a source of sugar and vitamin C and as a substitute for glycerin.

Concentrates of the tangerine juice have also found favor as beverage bases as they are said to have a fine flavor, a high acid content and retail vitamin C. The Agricultural Research Administration of

the Dept. of Agriculture collaborated in the work.

### Airline Foods Now in Linden, N.J. Plant

The spacious new plant in Linden, N.J., recently acquired by Airline Foods Corp. for the firm's Max Ams-H. Baron Division is now occupied. The quarters house both production and office facilities of the subsidiary.

Among foods packed by the company are prune juice, ready-to-use pie fillings, bakery products, spaghetti dinner and sauces, tea, olives, sundactes, and fountain specialties and syrups.

### Variation of Standard Food May be Labelled "Imitation"

In a recent decision in Albuquerque, New Mexico, a judge ruled that, in his district at least, a variation of food for which a standard of identity exists may be legally sold if it is labelled "imitation."

This determination is contrary to the interpretation of the Federal Food, Drug, and Cosmetic Act which the Food and Drug Administration has been following since the passage of the amended version of the Act in 1938. The Court's decision occurred in a seizure case involving a shipment of imitation jams in household-size packages labelled with the phrase "Delicious Brand Imitation (name of fruit) Jam," followed by an analysis of the ingredients. The Food and Drug Administration's analysis showed that the jam product contained 25 parts of fruit whereas 45 parts are required for jams. The Administration charged that the products were misbranded because they were represented as jam and failed to conform to the definitions and standards of identity for jam.

The basis for the Court's decision is Section 403 (c) of the Federal Food, Drug, and Cosmetic Act which states "that a food shall be deemed to be misbranded if it is an imitation of another food, unless its label bears, in type of uniform size and prominence, the word "imitation" and immediately thereafter, the name of the food imitated." The Food and Drug Administration based its charges on the theory that the products were served in restaurants where consumers did not see the label on the finished package and on the premise that the products were label-

led as jams when featured as a special in stores and in newspaper advertising.

### Candy Industry Volume in 1948 was over Billion

Total sales of candy on the wholesale level in 1948 were \$1,001,000,000, an all time record. The quantity of candy sold was estimated by the Dept. of Commerce, to be 2,673,000,000 lbs. The Census Bureau estimates that 1949 sales will be about \$850,000,000.

### New Flavor Line for Meat Seasonings

Following six years of research the Flavor Department of Dodge & Olcott, Inc. New York, N.Y., has announced Spisoresin basic compounds, a new line of flavors for use by manufacturers of dry and liquid seasonings for the meat packing industry. Spisoresins number 60 and are said to include every important flavor used in the meat packing industry. They are stated to be basic spice mixtures made from natural essential oils and oleoresins. Their spreading qualities are said to present great advantages to the user.

### S. B. Penick & Co. Offer Liquid and Dry Vanilla Flavors

Three leaflets issued by S. B. Penick Co. described its line of liquid and dry vanilla flavors, both pure and fortified with vanillin or vanillin and coumarin. The line includes Sukanilla consisting of extractives from vanilla beans blended with cane sugar. No. 1 is too strong for ordinary flavor work and is recommended for those who wish to make their own vanilla sugars. No. 2 is suited for chocolate coatings particularly; No. 3 for flavoring chocolate and confectionery generally; and No. 4 for general use. Sukanilla fortified is designed especially for the ice cream and baking industries. Supernilla products comprise all phases of liquid vanilla flavorings for every purpose. Copies of the leaflets may be had for the asking.

### Florasynth Laboratories offers Imitation Black Pepper Oil

The research laboratories of Florasynth Laboratories, Inc. New York, N.Y. announce that they have been successful in scientific

cally reproducing an imitation black pepper oil which is very close in taste and aroma to the natural black pepper oil.

### General Foods Contests

#### Survey Methods in Beverage Case

General Foods Corp. will file an appeal late this month on the decision of a Camden, N.J. jury that its Bireley's Orange Drink is an adulterated product. General Foods challenged the seizure of the product by the Food and Drug Administration on adulteration charges. The F.D.A. contended that the product resembles orange juice and introduced as evidence a consumer survey made by the administration.

The chief ground for appeal will be that the Court should not have allowed the survey as evidence because it was not conducted according to scientific polling methods. General Foods' attorneys state that the F.D.A. did not pretest the questions to make sure that they would be understood by the housewives and mothers who were interviewed.

### PDA Permit System Allows

#### Variations in Standard Foods

A permit system has been established by the Federal Security Agency which will provide for the trial use of new ingredients in foods covered by FDA standards. As the law reads, a Federal food standard would have to be formally amended before a manufacturer could try a new ingredient in a standardized product or else the product would be subject to seizure and the processor to threat of prosecution.

The Federal Food, Drug and Cosmetic Act makes no provision for this type of permit; however, the FSA was able to take action under the new Federal Administrative Procedure law by issuing a statement of policy which says legal actions will not be started if the shipper holds a temporary permit for use of the new ingredient.

Since the courts have interpreted the law to ban all interstate shipment of products which do not conform strictly to Federal standard formulae, the new permit system should be helpful to manufacturers wishing to make market tests of products containing ingredients not provided for in the formulae.

Presumably, if a new ingredient is found to be a commercially desirable addition to a standardized food, the manufacturer of it will eventually move to amend the

standard to permit its use as an optional ingredient in the formula. FDA would then hold the usual formal hearings.

In order to secure such a permit a manufacturer must file an application with the FSA. Requirements of the application may be had by writing The Administrator, Federal Security Administration, Washington 25, D. C.

Information contained in applications will be held confidential unless and until publicly revealed by the applicant. The fact that a permit has been issued or is in effect will also be held confidential.

### Color Certification Fees

#### Increased Jan. 6

The food and Drug Commission has increased the fees for certification of colors under the provisions of the Federal Food, Drug and Cosmetic Act which requires that these fees be raised when they are not enough to defray the cost of certification. The new fees are given below.

Straight Color or Lake—Section 135.3:

500 lbs. or less: \$50.00

500 to 1000 lbs.: \$50.00 plus five cents per lb. in excess of 500 lbs.

Over 1000 lbs.: \$75.00 plus 3 cents for each pound over 1000 lbs.

Straight Color—Section 134 or 135.5:

750 lbs. or less: \$75.00

750-1000 lbs.: \$75.00 plus 5 cents for each pound over 750 lbs.

Over 1000 lbs.: \$87.50 plus 3 cents for each pound over 1000 lbs.

The fees for each request for certification submitted in accordance with Section 135.8 (c) or (d) are:

100 lbs. or less: \$6.00

100-500 lbs.: \$6.00 plus 4 cents for each pound in excess of 100 lbs.

Over 500 lbs.: \$22.00 plus 1/2 cent for each pound over 500 lbs.

### 1950 State

#### Legislative Sessions

State legislatures are now in session in Kentucky, Massachusetts, Mississippi, New Jersey, New York, Rhode Island, South Carolina and Virginia. The California state legislature convenes March 6, Georgia, Jan. 16; Louisiana, May 8; and Maryland, February 1.

### Dr. Nelson Appointed Medical Director of FDA

The appointment of Dr. Erwin E. Nelson as Medical Director of the Food and Drug Administration was announced recently by Acting Federal Security Administrator John L. Thurston. Dr. Nelson assumed his new duties after the resignation of Dr. Robert T. Stormont became effective.

### New Aromatics to Enhance Fruit Flavors

To achieve distinctive fruit flavors, F. Ritter Co., Los Angeles, Calif., offer new aromatics to add a fruit like character to blends of fruit flavors. They are used with essential oils in achieving distinctive fruit flavors. The new aromatics are: Cinnamyl anthranilate a solid with a mp 64-65 deg. C. (part of Concord grape without harness of methyl anthranilate); Methyl beta methyl thiolpropionate, liquid bp. 77-83 deg. C. (occurs naturally in pineapple); allyl cyclo hexyl propionate, liquid, bp. 121-128 deg. C. (part of pineapple character; and ethyl methyl p tolyl glycidate, liquid bp. 121-128 deg. C. (part of cherry.)

### Award Established for Candy Technologists

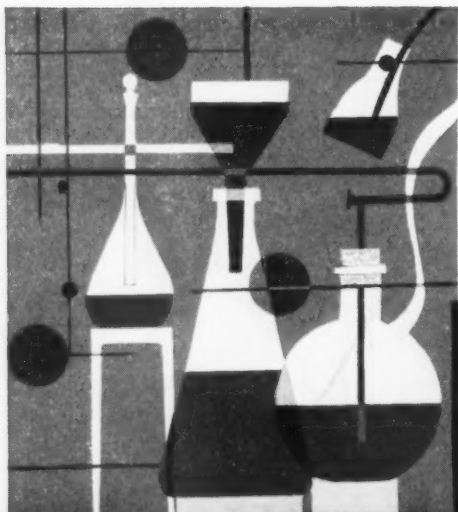
The Stroud Jordan award has been established jointly by the American Association of Candy Technologists and the American Sugar Refining Co. It will be given annually to the person who has made the most outstanding contribution in candy technology during the year. The Award committee welcomes nominations which should be sent to Prof. Kathryn E. Langwill, Drexel Institute, Philadelphia, 1, Pa.

### New Compound to Identify Glycol Used in Flavoring

People suffering from high blood pressure and related ailments may receive relief from hesperidin, a citrus fruit substance according to a report of the research department of the California Fruit Growers Exchange.

### Citrus Fruit Substance Relieves High Blood Pressure

A new compound said to be suitable for identifying the glycol now increasingly used in flavoring compositions is the trityl ether of propylene glycol.



# Today's Research...

CYCLAMAL  
ROSANOL  
IONONES  
FLORANOL  
JASMINOL  
AMUSKAL  
RESEDALIA  
ALPHA AMYL  
CINNAMIC ALDEHYDE

**STABLE** — Free from odors caused by impurities, Verona chemicals carry through the life of *your* products without undesirable change in character.

**ODOR NOTES** in Verona aromatics—by prolonging the *scent* life of your products—work to your advantage at the point of sale. They please the prospective customer and add sales appeal to the soap, cream, powder, perfume or toilet water that contains them.

**REMEMBER...**  
The Scent  
Sells  
The Product



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AROMATICS DIVISION

**VERONA CHEMICAL COMPANY**

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# SOAPS

## New Antiseptic Detergent Economical

*Economic problem of soap dermatitis among nurses and surgeons led to incorporation of hexachlorophene in pHisoderm Dr. B. Thurber Guild reports.*

HOW the new antiseptic detergent pHisoderm with Hexachlorophene 3 per cent is meeting economy as well as efficiency tests in hospitals was emphasized by Dr. B. Thurber Guild, associate medical director, Winthrop-Stearns Inc., addressing a recent meeting of the Association of Operating Room Nurses.

Dr. Guild declared that research that led to incorporation of hexachlorophene in pHisoderm was undertaken because of the "challenging economic problem of soap dermatitis among nurses and surgeons." Now that it has had long and continued use in hospitals, the fact that so little of the product is required for thorough cleansing and disinfection, he added, is resulting in "many favorable and enthusiastic reports."

Dr. Guild described pHisoderm Hexachlorophene 3 per cent as "an antiseptic, hypoallergenic, nonkeratolytic, emollient, sudsing detergent available for surgical and other hospital uses."

"Three per cent of hexachlorophene by weight of the entire volume of pHisoderm is added, but in terms of the actual detergent content, the percentage of hexachlorophene is approximately 18.4 per cent," he explained. "We believe that if this is more antiseptic material than is required in some instances, it is better to have an over-

age present to meet the need of unexpected demand."

Two to four cc. of pHisoderm Hexachlorophene 3 per cent is sufficient for thorough cleansing and for disinfection if the prescribed preoperative technique is closely followed. The wash-rinse-wash method that is recommended consumes from 2 to 4 minutes, Dr. Guild stated, and large hospitals have reported a lowered rate of infection with the use of this detergent without the aid of a brush or of a final antiseptic rinse. This, he noted, further reduces the cost per "prep" of the operating team and produces less trauma of the skin.

Dr. Guild quoted many authorities to substantiate claims of efficiency and economy made for the product. He quoted Dr. Carl W. Walter, Director of Surgical Research, Harvard Medical School and Senior Associate in Surgery at Peter Bent Brigham Hospital in Boston who states in his recently published book "Aseptic Treatment of Wounds" (Macmillan Co.) that "the disinfecting action . . . is so rapid that a two minute preoperative scrub is bacteriologically feasible."

Dr. Jacob Fine, surgeon-in-chief and professor of surgery, Beth Israel Hospital, Harvard Medical School, has written in his recently published book "The Care of the Surgical Patient" (Saunders) that "this preparation gives promise of surpassing

nearly all other methods of preparing the skin of the patient and the surgeon's hands for operation." In a personal communication one authority wrote that "In resumé then we feel that pHisoderm (G-11) offers great promise as an improvement in our technique in controlling infection in both mother and infant during the lying-in period. Furthermore, we have not observed any reaction of a toxic nature either in the patients or in the personnel caring for the patients."

Dr. Guild pointed out that specially constructed dispensers had recently been made available by Winthrop-Stearns. They are sold outright, either as a separate purchase or obtained on a sliding scale to a zero cost, according to the amount of detergent purchased during the promotional period that was recently begun. These dispensers are so designed that approximately 1 cc. is regularly dispensed with one thrust of the hand-piston or the pedal-bellows.

### Soap Assn. Convention Plans

PLANS are well under way to make the annual convention of the Association of American Soap & Glycerine Producers Inc. at the

Hotel Plaza, New York, N.Y., January 25 and 26 an unusually interesting as well as an important one.

The convention committee is composed of J. O. Brownell, chairman; R. S. Carmel, B. F. Flynn, M. Fuld, F. B. Patton, G. P. Peck, H. Theobald, W. G. Werner and M. L. Westering. It has been hard at work and following are some of the highlights so far worked out:

1. Ladies are invited and there will be a style show put on by the National Cotton Council. The "Maid of Cotton," who is selected annually in Memphis, the third of January, will be present and her wardrobe will be displayed for the first time. This will be designed by the outstanding style designers in the country, most of whom will be present for the ladies to meet and talk to. Since this wardrobe is fully washable, it is a wonderful tie-up for the soap industry.

2. An outstanding economist will discuss the situation which the country and the soap industry face to help members determine prospects for the coming year.

3. The A. C. Nielsen Co. will give a picture of the soap industry as revealed by their market research surveys.

4. J. C. Faure of Unilever, London, will come to this country especially for the convention and will present the world-wide picture on fats and oils as he sees it. In addition, an outstanding specialist is expected to analyze the domestic fats and oils situation in this country.

5. There will be time devoted to "Synthetic Detergents—Today and Tomorrow" and some very interesting speakers on this important subject are being lined up.

6. Industrial relations will be presented by an outstanding specialist in this field. This will be the first talk on this subject and should prove particularly interesting at this time.

7. Two luncheon and one banquet speaker are announced. Secretary of Agriculture, Charles F. Brannan will be the luncheon speaker.

8. The Association's annual business meeting will be held as usual for the purpose of electing new Directors of the Association and to approve changes in the By-Laws, etc.

9. There will be special group meetings for those interested in the Industrial Soap Division, in the Specialty Soap Division, and in the Glycerine Division.

10. The Banquet entertainment is shaping up as a swell show in itself and of course ladies are invited to this as well as to the lunch-

cons. They are also invited to attend a cocktail party give by THIS WEEK magazine, Wednesday and a special breakfast given by TRUE STORY magazine, Thursday.

### New P & G Research Laboratory

**P**LANs for the construction of a new research building near Venice, Ohio have been announced by Richard R. Deupree, chairman of the board of The Procter & Gamble Co.

The two-story research building, will house the most modern research equipment and laboratory facilities and will permit a material increase in the company's research and development activities. The general plan is completed and preliminary engineering on the building is well underway. It is hoped that the building will be ready for occupancy in about two years. The company estimates that the building will cost at least \$1,500,000.

"This building," according to J. G. Pleasants, vice-president in charge of manufacture, "has been made necessary by the growth of our business and the need for more facilities to carry on the basic research, such an important part of our never-ending search for products that will serve the public better." Mr. Pleasants pointed out that "basic research" is devoted to studying the "basic properties and behavior of materials we work with" and that from this activity have come some of the most important developments in the soap, synthetic detergent, shampoo and vegetable shortening fields.

Mr. Pleasants emphasized that research has played an important part in the history of Procter & Gamble ever since the company's first laboratory was established in 1885 and

that continued research is essential to protect the interests of the company's customers, its employees and its shareholders. He pointed to the development of the synthetic detergent Tide, and of Crisco, vegetable shortening, and the constant improvement in all P & G products as contributing to the company's growth and giving employees greater security. "Even a brand as old and well established as Ivory Soap has been greatly improved over the years as a result of constant research," Mr. Pleasants said.

As an example of Procter & Gamble's research activity, Mr. Pleasants described the development of Tide, the company's newest synthetic detergent product. Although Tide did not reach the market until 1946, work on the product began in the laboratory as early as 1935, he said, when the company began to search for a synthetic detergent which would have the cleaning power necessary for heavily soiled family wash. "Around 200,000 man hours of work were spent on this one job by our Chemical Division research teams in trying every conceivable combination of materials," he said, "but the results benefit the housewife, our dealers and the suppliers of raw materials as well as our own employees and shareholders."

Research has also been very important to the consumer in reducing the price of products, Mr. Pleasants said. He quoted a recent statement of Mr. Deupree to the effect that "60 years ago the head of the household had to work almost two weeks to earn enough money to pay the household's yearly soap bill. Today it takes him about two days. This is a tribute to both research and competition in the soap business."

The new building will be situated on a 200 acre tract of land which the company acquired last April.



*Proposed new laboratory at Venice, Ohio, will provide modern research equipment.*

**STOCK** but  
**STYLISH** too



**IMMEDIATE SHIPMENT**  
(including caps if desired—)  
**COMPLETE RANGE OF SIZES**

**Y**es, MARYLAND GLASS is mighty proud of the attractive designs in its current line of stock bottles and jars. When you see samples, you will say they are good to look at . . . and when you put MARYLAND GLASS bottles on your production line, you will appreciate the fact that long experience, constant research, careful production and inspection methods give you a product that is strong, crystal clear. By skillful handling of cap and label, you can take a MARYLAND GLASS STOCK design and develop it into a PERSONALIZED sales aid for your products.

**PACK TO ATTRACT IN**

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**SEND FOR SAMPLES**

**MARYLAND GLASS CORPORATION—BALTIMORE, 30**

the fourth dimension





# n of beauty is fragrance

A fine perfume enhances every aspect of a woman's beauty. It is, indeed, a fourth dimension in which her loveliness is emphasized and intensified.

To create perfumes that achieve this subtle effect demands great skill . . . and perfect materials.

Among the Givaudan specialties which are advancing the perfumer's art is

malia

Imaginative and original in its conception, Malia is a creation built upon an aldehyde character, combining a woody background with a green and floral note. Equally adaptable as base or fixative, it can be used to modernize the floral blend of any bouquet, bring vitality to the top note, strengthening the heart, increasing the lastingness.

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Unbreakable Plastic Shampoo Bottle.

New Shampoo by Shulton, Inc., New York, N.Y., comes in an unbreakable plastic bottle. Shulton Shampoo will be ready in February. The shampoo will retail at \$.85 for the 5¾ oz. size.

To introduce its new ammoniated Amm-i-dent tooth paste Block Drug Co., Jersey City, N.J. has launched a million dollar promotion campaign. It previously introduced an ammoniated tooth powder.

Sea Moss Lotion gets plug. According to the E. L. Patch Co., Stoneham Mass., a news story on its Nepto Lotion which appeared on the Woman's Page of the Chicago Daily News drew 6000 telephone calls and 3000 mail inquiries in three weeks. The lotion is packaged in a ribbed bottle with a silver and black design.

A television campaign on tissues has been launched by Lamont, Corliss & Co., for their Pond's Tissues. The campaign consists of one minute animated films and 20 second spot announcements. The series is scheduled to run for 21 weeks.

Perfumed nail lacquer at 25 cents per bottle in ten shades is now offered by Dura Gloss. According to Lorr Laboratories, New York, N.Y., the manufacturer this is the first time perfumed nail lacquer has appeared in anything except expensive versions.

## New Packaging and Promotions

As a follow-up to its January hormone promotion, Dermetics, Inc., New York, N.Y. will feature the four ounce size of its S.A. Cleanser during February. Regularly selling at \$1.50, the cream will be sold for \$1.00. A point-of-purchase and direct mail campaign is being prepared for dealer advertising of the offer.

Golden Fragrance Cologne, a new product being introduced by Kathleen Mary Quinlan, New York, N.Y. is packaged as a year-round gift item. A clear bottle with a gold-like metal top is used as a container for the golden colored liquid. The red, gold and black label is repeated in the upper right hand corner of the box, which is covered with gold foil paper in a scroll design. This six ounce package retails for \$2.75.

1,500,000 combination gift packages of Fletcher Z.B.T. Baby Powder and Chas. H. Fletcher's Castoria will be distributed by the Centaur-Caldwell Div. of Sterling Drug Inc., New York, to mothers of babies born during 1950. Names of babies are supplied by hospitals throughout the United States.

New with Volupte is a powder spray in clear glass with a gold colored top. Squeezing the bulb re-



New Talcum "Atomizer" draws attention.

leases a fine spray of the powder. The jar holds 3½ oz. of powder and will retail for \$2.00.

Lotion deodorant is being featured by Jacqueline Cochran Inc., New York, N. Y. in extensive Autumn advertising on the radio and in newspapers.

A new store display by Richard Hudnut, New York, N.Y. repeats the theme of Hudnut's Chen Yu campaign in *Life* and other na-



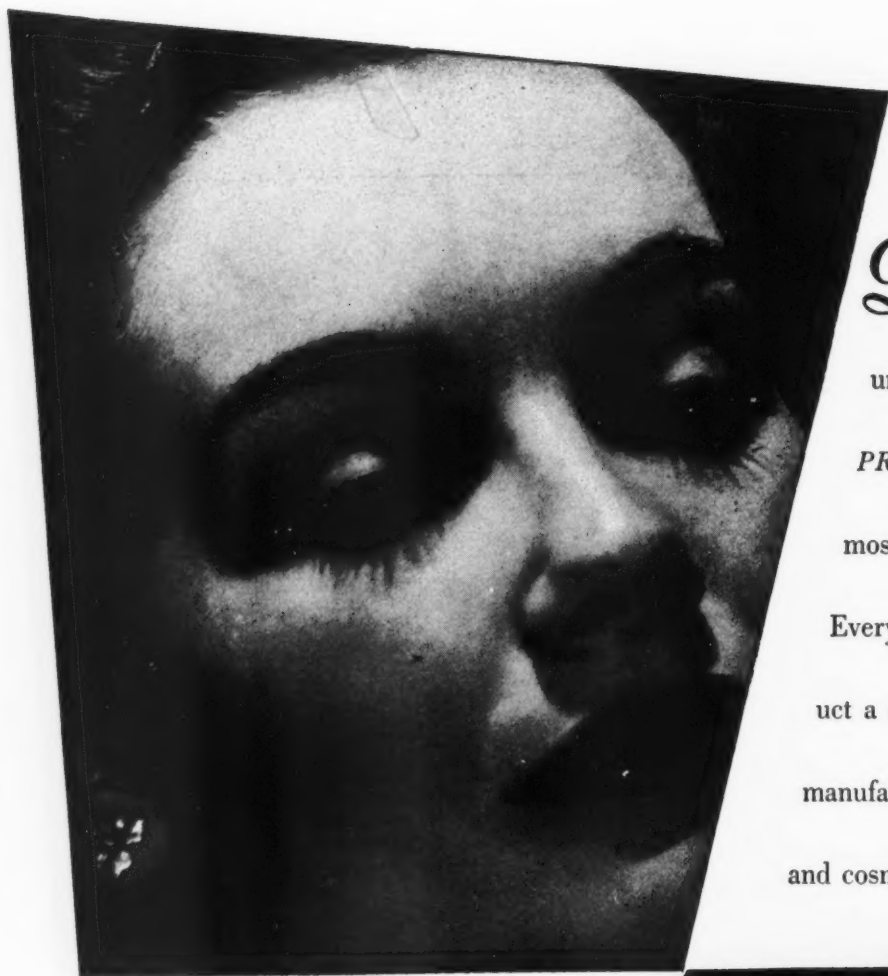
Point of sale display ties in with ads.

tional magazines. The centerpiece is a folding screen which shows a model displaying her Chinese Red nail lacquer against an oriental background of black and gold. Accompanying the centerpiece are side cards and a reduction advertising the nail lacquer and matching lipstick.

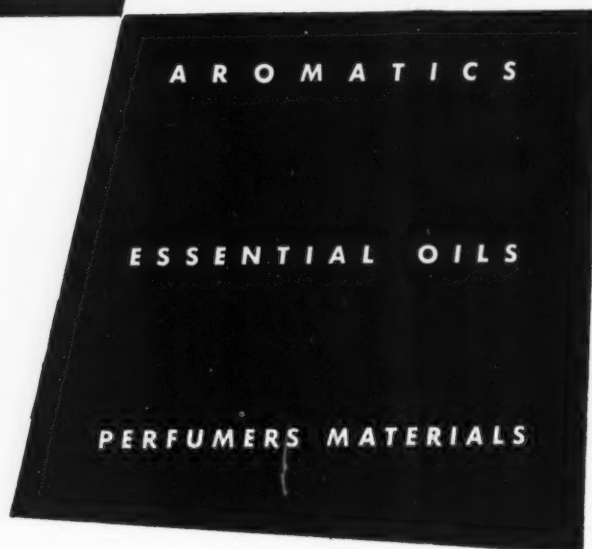
In time for Valentine's Day, Guerlain, Inc., New York, N.Y., is launching a promotion of their new series of luxury bath oils. The perfumed oils come in five fragrances and retail at \$5.00 for a 1½ oz. bottle.

Coty plans a February promotion of its new Loosprest cake powder. A sample package of the powder will be included with a regular size jar of Coty "Sub-Tint" cream powder makeup at no extra cost.

A new perfume, Celebre, a new lotion and Quilties—a packet of three sachets—have been launched by de Heriot Inc. Hollywood, Calif. The entire line has also been repackaged. Each fragrance is coordinated in a different color sequence and the colors were picked to match powder room and bath accessories as well as closetware and boudoir fashions.



*Q*UALITY based on  
unceasing research . . .  
*P*RODUCTION under the  
most exacting control . . .  
Every *SYNTOMATIC* Prod-  
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# New Products and Developments

## Trouble Free Ground

Wherever electricity is used there must be a ground and a clamp of some kind must be used. To insure a trouble free ground the Blackburn adjustable ground clamp is offered. The makers state that it may be easily, quickly and economically installed in one minute. It consists of a flexible perforated copper band. A boss raised on the flat end of a removable copper alloy terminal lug fits into band holes. The tightening screw with a lock nut is threaded through the boss.

## Cartons for Rough Handling

Tuf-Bord cartons offered by the Cleveland, cartons plant of the Robert Gair Co., New York, N.Y., will stand much knocking around and rough usage tests have shown the company reports. The material, it is added, sustains Mullen, tear, tensile strength and rigidity tests far beyond the usual folding carton standards. The surface of the board is especially adapted it is stated for high gloss printing.

## New Addressing Machine

A new, low cost addressing machine requiring no stencils, plates, ribbons or ink is offered by Empire Specialties Service. It is designed especially for the needs of small business concerns. It is claimed that it will address 1000 envelopes or other mailing pieces in an hour.

## Universal Monochromator

What is said to be the first true universal monochromator, which covers the ultra violet, visible, and infrared regions of the spectrum (18 microns to 40 microns) when suitable prisms or gratings are used, is now in production at the plant of the Perkin-Elmer Corp.

## Sound Proof Booth

A new sound proof booth for noisy areas is offered by Executone Inc. The unit it is pointed out may be used effectively in conjunction with dictating machines, sound system microphones and other makes

of intercommunicating systems. It is made of wood with acoustic insulation and sells for a moderate price.

## Computing Tax Deductions

A new figure mated payroll tax index which computes in one operation not only the official withholding tax but the new 1950 so-



Computing payroll tax deductions.

cial security tax of each employee is offered by Rapid Office Devices Inc. The index consists of a fingertip-controlled cylinder on which is mounted a chart for whichever payroll period is used. The chart supplies at one reading on the same line the amount of withholding tax to be deducted according to exemptions claimed and the new 1950 social security tax.

## Trade Literature

Water soluble gums are featured in the latest issue of *Iscooperation News* issued by Innis, Spaiden & Co. 117 Liberty St. New York 6, N.Y. Copies may be had on request.

*How to Make a Local Area Trade Survey*, a 113-page book on sales management, may be obtained from the Domestic Distribution Department, U. S. Chamber of Commerce, Washington 6, D.C. for 50 cents.

A technical bulletin entitled *Triethyl Phosphate* has been published by the Tennessee Eastman Corp., describing the specifications, properties and uses of this chemical. One of the major uses of triethyl phosphate is as an intermediate in the preparation of tetraethyl pyrophos-

phate. It is also used as a catalyst, a synthesizer and in polymerization of various monomers.

*The Allyl Homolog of Cinerin I* and a preliminary evaluation of its insecticidal effectiveness is given in a reprint of an article which may be had on application to U.S. Chemicals Inc. 60 E. 42nd St., New York 17, N.Y.

## Book Review

*Praktikum des Modernen Parfumeurs*. Paul Jellinek. Cloth covers, 7 x 10 in., 239 pages. Urban Schwarzenberg, 1949. Printed in German. Price, \$5.

In this practical and authoritative work an experienced perfumer endeavors to place the practical aspect of perfumery on a scientific and logical basis so as to serve as a guide in the creation of new compositions.

Part I points out the uses of material; Part II covers the perfumery of cosmetics and the uses of raw materials; Part III deals with the perfuming of toilet soap and Part IV covers generally perfumes, cosmetics and psychology.

In part I qualifications necessary for a good perfumer are pointed out with keen insight. The four cornerstones in a good perfume: base, modifier, fixative and "nuance" with their characteristics, are discussed. Useful and timely hints are given on matching of perfumes. The use of the newer synthetics as adjuncts to the natural products and points on the use of specialties are treated with understanding.

In Part III which deals with skin preparations there is a discussion of vitamins and the physiology of the skin. No formulas for preparations are given but the perfuming of them is fully treated.

Tables of value to compounders showing the suitability of the whole range of essential oils, resins, extracts and synthetics for incorporation into the ten main types of cosmetic preparations add much to the value of the work. Tables are also given of especial use to the soap perfumer.

# ATLAS

Announces a New Series of

*Saturated Fatty Acids  
of  
Unusual Chemical Purity*

**HYSTRENE\* S-97** (97% Stearic Acid)

**HYSTRENE C-80** (80% Stearic Acid)

**HYSTRENE T-70** (70% Stearic Acid)

*... offering a combination of features  
never before obtainable commercially!*

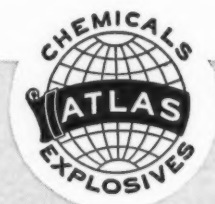
1. Exceptionally low level of odor, color and taste
2. Unsaponifiable matter as low as 0.1%
3. Iodine value below 0.5%
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*Made possible by a new and unique  
solvent purification method.*

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# Hints for Improving Production

*Production in its essence is the art of handling materials . . . Shortening handling and transportation as much as possible effects worth while economies . . . New and improved equipment . . . News.*

**T**HE whole art of production is in its essence the art of handling materials. In too many plants handling materials is a lost art whereas in the most progressive ones it is a highly efficient science.

The most efficient way of handling materials comes by *not* handling them. Operations that proceed in an orderly fashion in a well planned plant layout do not require material handling to any great extent. Such operations are time and labor savers.

By shortening up handling and transportation as much as possible other economies may be effected while securing greater efficiency. Placing the cleaner, filler, capper and labeller close together helps a lot particularly if one chain conveyor is used. Fewer hand operations are required as any production line becomes more automatic. In such cases it is often wise to use a shorter and narrower belt conveyor to carry the packages past operators at the paralleling work table. If there is more than one operator performing each hand operation then the packages may be split into two trains at each side of the belt with operators on each side. The simplest installation possible is usually the best solution of any materials handling problem.

## **Perry Adds New Division**

A Pharmaceutical division has been organized by the Perry Metal Products Co. under the direction of Frederick H. Guterman. In addition to packaging equipment the company will offer filling and labelling equipment.

## **Stainless Steel Scoops**

A new group of stainless steel, round-bottom scoops has been added to the line of corrosion resistant utensils by Metalsmiths Div. of the Orange Roller Bearing Co.

The entire construction is designed to eliminate crevices, seams, joints or rough spots which might catch and hold the materials handled, and also facilitate cleaning. The scoops are available in sizes from ½ pint to 4 qt. capacities.

## **New Functional Fork Truck**

To meet the need for a completely functional fork truck in the 3000 and 4000 lb. capacity class the Baker Industrial Truck Div. of the Baker-Raulang Co. announces the type FT center-control fork truck. In designing the truck the company states its engineers were instructed to omit all unnecessary frills and include only those features that would contribute to efficiency, economy, safety and operator convenience.

## **Kiefer Equipment**

"Kiefer Calling" is the title of a chatty, interesting and informative 14-page booklet issued by the Karl Kiefer Machine Co. In it are given descriptions of some of the Kiefer equipment ranging from the Kiefer synchronized line to hand operated fillers. The company's service in supplying special application machines is also described in this interesting house organ.

## **Liquid Handling Equipment**

Filters, filter sheets, vacuum bottle fillers, pumps, mixers and cappers manufactured by the Ertel Engineering Corp. are adequately described and illustrated in a 16-page catalog which may be had for the asking.

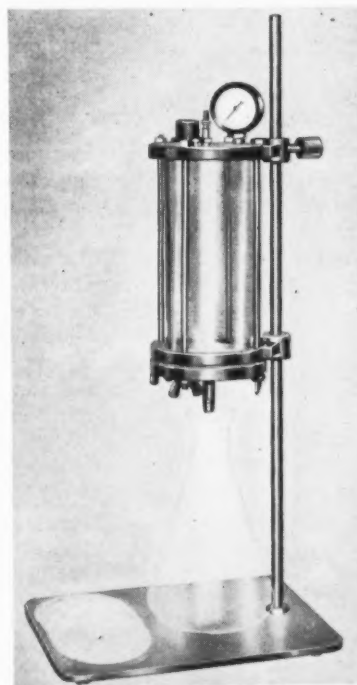
## **Automatic Parcel Post Scales**

Users of parcel post and other mail users donate more than a million dollars every year to the Post Office by using excess postage be-

cause of inaccurate scales according to the Triner Scale & Mfg. Co. The Triner Peerless All Steel Automatic Parcel Post Scales eliminate this waste, the company claims. To prove that this is so the company offers to place the scale in the mailing room for test purposes without any obligation. A leaflet describing the computing scales may be had for the asking.

## **New Cylinder Type Filter**

A new all purpose cylinder type precision constructed laboratory filter is announced by the Ertel Engineering Co. Any type of filter medium may be employed, it is stated,



*New Laboratory Filter*

and the construction permits easy refill without disassembling. The glass cylinder permits a full view of

the product during the filtering process. It has a capacity of 1.3 liters.

#### Hand Homogenizer

A stainless steel hand type homogenizer which is claimed to handle acids and caustics is offered for plant and laboratory use by the Colloid Equipment Co. Inc. It was designed



*New Type Homogenizer*

especially for testing, research and experimentation and permits the application of homogenization to the making of many types of new products, new flavors, new textures etc. It is entirely hand operated.

#### New High Vacuum Pumps

A new line of high vacuum pumps for product processing laboratory work and general applications is announced by Hetzel Bros. Co. The new unit is said to create up to 29.7 inches of mercury vacuum within 60 seconds of operation. The vacuum factor, it is added, remains constant for all temperatures. Complete information about them will be sent on request.

#### Insulation of Pipe Supports

To prevent excessive heat losses due to direct metal-to-metal contact between hot pipe surfaces and structural supports, insulated supports may be used. The entire length of piping is insulated in the usual manner and then supported by hangers or by channel irons. Since the pipe rests on insulation at the supports the insulating material must be able to bear the weight of the pipe. On the basis of tests conducted at the University of Illinois

a loading capacity of 10 lb. per sq. in. or 100 lb. per running foot of line has been established for 85 per cent magnesia according to the Magnesia Insulation Manufacturers Assn.

#### Air Motored Agitator Catalog

Air motored, explosion proof agitators for laboratory and production use are described in a 28-page catalog issued by the Eclipse Air Brush Co. Actual installations in a variety of industries are illustrated and a simple formula for selecting the agitator for any mixing job is given.

#### Material Handling Equipment

Light duty roller bed belt conveyors of the overhead, floor and table types are briefly described and illustrated in a four page leaflet issued by the Island Equipment Corp. which will be sent on request.

#### Rock-a-drum Truck

The Rock-A-Drum truck constructed so that one man may easily position heavy drum loads of chemicals, emulsions and all types of liquids 15 inches above the floor for side drainage is described and illustrated in a bulletin which has just been issued by the Morse Manufacturing Co. for general distribution.

#### Compression Distillation

The principles of compression distillation and its present industrial applications are described in a 4-page folder issued by Arthur D. Little Inc. The process it is stated, with fuel economics markedly better than standard distillation methods is showing itself to have applications not only for the production of a high purity water but also for the concentration of chemical solutions.

#### Vertical and Horizontal Pumps

Vertical and horizontal pumps "from a tapful to a torrent" are adequately described and illustrated in a 28-page catalog issued by the Peerless Pump Division, Food Machinery Corp. Copies are available to anyone interested.

#### Tube Filling & Closing

Tube filling, closing and sealing equipment is adequately described in a catalog just issued by the F. J. Stokes Machine Co. Hand operated, semi automatic and automatic fill-

ing machines for tubes, jars and cans are described with specifications. Data on the Westite hermetic closure and the Stokes method of fat filling of tubes is included. Copies will be sent on request.

#### Metal Twist-on Tags

For labeling laboratory equipment, bottle necks, glass tubing, machinery parts, stored items, valves and pipes etc. Metal twist-on tags are offered by the Twist-On Label Co. They are made in one piece of pure zinc with Cronak finish. When passed around an object through a slot and then twisted the tag is stated to hold fast in the desired position for ready reading. The writing surface is pressed with a fine screen like pattern of more than 122,000 shallow indentations per sq. in. Part of the writing is thus visible below the surface of the metal long after the surface writing has vanished it is pointed out. The writing surface is easily marked by a metal or glass marking pencil.

#### Rotary Unscrambling Table

A spring steel diverter to insure the discharge of every unit to the discharging conveyor is a feature of the rotary unscrambling table offered by the Island Equipment Corp. The unit it is pointed out permits a case of bottles, jars or containers to be placed on the table, the carton lifted off and the contents then



*New Spring Diverter*

left on the table. Each item is then automatically discharged to the conveyor in single file without any manual effort. The table top is adjustable 32 to 38 in. with a standard disc of 36 in.



# WASHINGTON PANORAMA



by ARNOLD KRUCKMAN

**Y**OU probably will have commerce secretary Sawyer to thank for the cut in excise taxes if they are reduced, as it seemed more than likely a few days before New Years. Secretary Sawyer has been consistently the champion of giving the business man a break in these parlous days by eliminating anything that makes commerce difficult. He sold the President on the idea when others like mysteryman Dave Niles strongly recommended that luxury goods should be mulcted of everything that was collectible. Mr. Sawyer is a business man and a lawyer and thinks with a business man's mind. Dave Niles is a radical and one of those people who love power and who love to wrap themselves up in the cloak and dagger hush-hush of the little political man who wasn't there. There always is in the entourage of every president some such person who sells some people the idea that he is invested with vast and tippy-toe power. Unlike those Japanese monkeys they hear much, they see much, but they say little.

## Reduction in Excise Tax Likely

The word is that the Congress, which is enthusiastic about reduction of outmoded war taxes, will early enact an act which will cut the perfume and toiletries excise tax from 20 per cent to 10 per cent. There are many members of both houses of Congress who would like to wipe out the taxes on perfumes and toiletries completely; but there will be such a need for Federal

funds the coming year that any complete elimination would assuredly be vetoed by the President under the present circumstances of his sentiments. Theater tickets, transportation tickets, phone calls, club fees, furs, luggage, cameras, jewelry, and other similar items are to be made less subject to excise. But liquor, beer, cigarettes and similar wares are programmed to continue to full excises.

## Secretary Sawyer's Work

Mr. Sawyer, an Ohio lawyer and plant owner as well as the operator of a successful baseball team and several newspapers, has convinced the President and the bellwethers in Congress that lower excises will stimulate business and create more taxable income. Sawyer is without doubt the most intelligent man in the cabinet, head and shoulders above most of the rest who may be exceptionally good political sharpshooters but who are not particularly shining as business men. Sawyer is a natural for the department of commerce. He is the best man who has been in the office since Hoover, and in some ways is better than Hoover. Hoover was difficult to approach, frosty, and didactic, schoolmasterish. Sawyer is genial, entirely easy with anyone, and has the newspaper facility of direct, clear, terse statement. He has a fine sense of timeliness. You always know what he means and where he is going. He seldom takes refuge in the windy, foggy wordiness of the average government official. Sawyer is always well groomed, stands up straight, and has none of the upholstered avoirdupois of the average man in business or in politics. He loves a good story, and he is

fond of fishing. He is a man for the business man to know personally. He will welcome any man with a legitimate purpose.

## Impending Legislation

Every interest in this economy interlinks, more and more. You people of the perfume, flavor, and toiletries industries have a vital stake in all the legislation which will be forced upon national attention early in January as the 81st Congress gets into swing in its last session. Watch the hearings of the Senate-House Economic Committee, under the chairmanship of Senator O'Mahoney (D.WYO.), which will attempt to explore the steel business to find out why steel has gone up an average of \$4 per ton. This proceeding will bring out a notable procession of great and near-great from all parts of the economy who will discuss the economics of high prices and high wages. The hearings will almost certainly be entirely useless so far as reducing the cost of steel is concerned.

Another piece of legislation which looks like campaign fat is the act already enacted by the Senate which would supply a total of \$300,000,000 to those states which are short of funds and cannot pay their teachers properly. The bill is expected to pass the House. One of the most provocative bills is the one which would repeal the Taft-Hartley law, and give Congress a chance to make another law which would be much closer to the heart's desire of the President and the labor unions. Another bill which is expected to become law is the proposal to do for the middle-income people what was done for the low-

plan devised by the secretary of Agriculture to support the prices to be paid to farmers for their products, and yet to keep the prices for the same products low when they are sold to the consumer. Obviously you can't support prices without spending money to keep the prices fixed at an artificial level. And if you don't get the money back from those who ultimately buy the products, someone else must supply the deficit. In this case, of course, the taxpayer supplies the funds to make up the difference.

#### **Trade Practice Rules Frozen**

The Trade Practice Rules for the toiletries industry are still frozen in the Federal Trade Commission. Some of the staff of the FTC remark that this proceeding is what might be called a perennial. However, now that the commission has acquired its full complement of members with James Mead of New York and John Carson of the Co-operative Organization, there is definite reason to think the final step is in sight. The new members undoubtedly are familiarizing themselves with the previous steps.

It is by reason of the presence of the new members that the firms of this industry which are in conflict with the Robinson-Patman regulations and which have made their final arguments are now invited to come before the commission for a re-hearing. The theory is that the respondents would be in better stead if they would verbally make their presentation rather than depend upon the written record to be studied by the new commissioners. Dates have been set for such re-hearings in the case of Richard Hudnut, on April 3; Elmo, Inc., of Philadelphia, April 5; Charles of the Ritz, Inc., and others, April 10; Primrose House, Inc., April 12; Coty, Inc., April 14; Bourjois, Inc., and others, April 17. Some of the respondents have accepted the invitation to appear for a re-hearing and others have declined. Those who will not appear simply prefer to stand upon the record they have made in the previous hearing.

#### **Exports to England**

Firms which have shipped 20 per cent of the wares they sent to England in normal times in accord with the British token import plan may continue to send their products on the same basis during 1950. The plan requires the shipper to secure certification from the office of International Trade in The De-

partment of Commerce. Application forms are supplied by the OIT.

The U. S. Tariff commission reports that the output of synthetic flavor and perfume materials in 1948 totalled 22,200,000 pounds, as compared to 20,900,000 pounds in 1947. In 1948 19,000,000 pounds were sold for \$26,700,000.

#### **France Buys Essential Oils**

The ECA recently announced that France, under ECA sponsorship, had purchased from the United States and from merchants in its possessions, during November, essential oils to the value of \$165,000. ECA also announced that essential oils procured by the Netherlands with ECA dollars were shipped during the third quarter of 1949 to the value of \$30,000. This is \$47,000 less than was originally authorized. From Latin America in November ECA sponsored the shipment of \$15,000 worth of essential oils to France.

Department of Commerce reports there has been a sharp decline of exports of oil of Petitgrain from Paraguay. In 1946 the exports totalled 328,667 kilograms; in 1948 the shipments totalled 188,000. Trade sources report to the Government that Petitgrain oil produced in Argentina is inferior, and is used solely in the Argentine. From Brazil comes word that exports of Copaiba Balsam substantially increased during the third quarter of 1949. The export of Rosewood oil almost trebled. Cuba's Cacao crop is forecast at 7,000,000 pounds, the largest since 1936.

#### **Essential Oils to Germany**

To trizone Germany ECA authorized Latin American sources to export essential oils worth \$50,000. Through the Department of Commerce Brazil's state of Sao Paulo reports the 1949-50 crop of Peppermint will yield 322,000 kilograms, Japanese type oil.

Researchers in the United Kingdom have discovered that an agar, suitable for bacteriological use, can be processed from two seaweeds, *Chondrus Crispus* and *Gigartina Stellata*. Surveys indicated that harvesting would be justified on the West Coast of the United Kingdom and in Northumberland. Not more than 5 per cent was derived from *Chondrus*.

From Perth, Australia, The Department of Commerce brings word of the resumption of production of a modest quantity of Otto

of Boronia. Before the war Australia supplied over 1,000 ounces of this fragrant essence. It is made commercially only by one company in the Antipodes.

#### **Radio Ads Off During Summer**

Advertisers of drugs and toiletries spent less on radio advertising in July and August of 1949 than they did during the same two months the previous year, reported the Department of Commerce. Magazine advertising, however, showed an increase during this period. Radio advertising costs during July and August were \$3.7 and \$3.5 million against \$3.7 and \$3.9 during the summer of 1948. Magazine advertising costs rose from \$4.4 and \$4.1 million in the summer months of 1948 to \$4.5 and \$4.2 million for last July and August.

#### **Sugar Quotas for 1950 Fixed at 7,500,000 Tons**

The U.S. Department of Agriculture has announced its determination that 7,500,000 tons, raw value, of sugar will be needed to meet consumer requirements during the calendar year 1950. This compares with the original determination of 7,250,000 tons for 1949 and is the same as the revised current estimate for 1949.

Stocks held by refiners, importers, industrial users, wholesalers, and retailers are about the same as they were a year ago, and there is no indication that the distributors and users intend to increase their inventories. Population is expected to be at least 1 percent higher than in 1949, but offsetting this is the fact that the trend of incomes of industrial workers and farmers has been downward during the past year.

Under prospective demand conditions the Department believes that the quantity of 7,500,000 tons will be sufficient to meet consumer requirements at reasonable prices and maintain the welfare of the domestic sugar industry.

#### **Minimum Wage Rise Effective January 25**

January 25, 1950 is the effective date for the recently enacted amendments to the minimum wage law. The law, which provides for a minimum hourly wage rate of 75 cents, is expected by the Labor Department to affect 1,500,000 employees.



*One of Nature's delicate odors, caught for the first time at  
the climax of its brief hour of perfect fragrance  
in Albert Verley & Company's new*

*Mimosa fleur extra*

The reception of this announcement upon its first publication surpassed any response that we have ever received from the announcement of a new specialty. Since you may be one of those who missed the original, we are repeating it now, so you may be sure to know about this sensational development.





by ALBERT VERLEY & COMPANY

## *Mimosa fleur extra*

offers you new creative inspiration —  
adding to your resources a perfect replica  
of a delightful, little-known aroma.

### FOREIGN REPRESENTATIVES

Maximo A. Kuderli,  
Rodríguez Peña 233,  
Buenos Aires, Argentina

Karl Peter Klagsbrunn,  
Rua Ministro Viveiros de  
Castro 122, Apt. 10,  
Rio de Janeiro, Brasil

Roberto Rapp, Caixa Postal  
563, São Paulo, Brasil

Carlos Bobbert, Casilla 9660,  
Santiago, Chile

Agencia de Papeles y  
Ferretería, Ltda.,  
Apartado Aéreo 4608,  
Bogotá, Colombia

Agencia de Papeles y  
Ferretería, Ltda.,  
Apartado Aéreo 899,  
Medellín, Colombia

Fidel Quintero Rubio,  
Fabrica de Perfumes,  
"Rio Rita" Calle 35 #44-25  
Apartado Aéreo 525,  
Barranquilla, Colombia

Herrera Jenkins, Ltda.,  
Apartado 687,  
San José, Costa Rica

Juan González, Sitios 355,  
Habana, Cuba

H. G. Zevallos Menéndez,  
Casilla 602, Guayaquil, Ecuador

Julio López Martínez,  
Apartado 229,  
Guatemala, Guatemala

José Farres, Apartado 7233,  
México, D.F., México

Messers Linner & Co., Ltd.  
P. O. Box 305,  
Managua, Nicaragua

La Química Suiza, S.A.,  
Casilla 1837, Lima, Peru

Jaime Verdaguer  
Santa Barbara a la Fe 51  
Oficina #1, Caracas, Venezuela

Arthur Feith & Company,  
501 Latrobe St.,  
Melbourne C. 1, Australia

Sapriel & Douek,  
16 Sheikh Hamza Street,  
Cairo, Egypt

Indiana Trading Corp.,  
Motan Building,  
Mahatma Gandhi Road,  
Karachi 2, India

Assem Beyhum,  
King Fouad Avenue,  
Beirut, Lebanon

Modern Pharmacal  
Products Co., 886 Rizal Ave.  
Manila, Philippines

I. Spitzglass & Sons  
(Pty) Ltd., P.O. Box 3976,  
Cape Town, South Africa

While Mimosa is an old classic, we feel that until now there has  
never been a successful interpretation of the fresh flower.

The natural fragrance is delicate and dries with extreme speed.  
From the perfumer's standpoint, the blossoms live but a day.

To catch this delightful fragrance at its peak, with perfect  
fixation, was the goal of Albert Verley and Company's research.  
We are happy to announce that this objective has been attained —  
and that we are now able to offer Mimosa Fleur Extra as a brand-  
new, original note for blended compositions, or as a unique,  
appealing extract capable of standing alone in any company.

For full appreciation of this new, inspiring note, you need a  
working sample. Write for it today.

ALBERT VERLEY AND CO., INC., 440 WEST SUPERIOR ST., CHICAGO 10, ILL.  
METTORD CHEMICAL CO., 3026 SANTA FE AVE., LOS ANGELES 21, CALIF.

Where Your Dollars Have More Scents  
*Albert Verley*  
AND COMPANY, INC.  
Headquarters for Odor Appeal

Synthetic Aromatic Products and Organic Isolates • Synthetic Flower Oils and Aromatic Bases • Bouquets and Finished Compositions



# THE ROUND TABLE —

## **Bristol-Meyers to Fight F.T.C. Ban on Pink Toothbrush Claims**

Lee Bristol of the Bristol-Meyers Co., New York, N.Y. has announced that his firm will appeal the recent decision of the Federal Trade Commission that there is no scientific basis for the "pink tooth brush" theme used in B-M's Ipana advertising. Emphasizing B-M's research in dental health and oral hygiene, Mr. Bristol said: "We believe we are eminently qualified to stand back of any and all opinions which have been used in the advertising of Ipana."

The F.T.C. order charged that "uninstructed massage" with or without Ipana would not stimulate circulation in the gums. Mr. Bristol replied: "The commission introduced the views of an infinitesimal minority of the dental profession who argued that massage was not beneficial or that Ipana toothpaste with the action of its essential oils was of no material benefit to the massage. Against this infinitesimal minority of dental opinion was the overwhelming consensus of qualified dental opinion that massage of the gums was beneficial, and there was actual clinical proof introduced to show that Ipana was valuable in stimulating circulation in the gums during the period of the massage."

## **TGA Offers New Trademark Service**

The Toilet Goods Assn. is now offering a new trademark service, consisting of lists of trademark applications filed but not acted on by the Patent Office. The new service will not interfere with the lists of trade marks from the *Patent Office Gazette* which the Association has published in the past. It will,

however, provide members with advance information on trademarks, as there is sometimes a lag of several months between the filing of a trademark application and publication in the *Gazette*.



*Lord Horder (center), physician to the King of England, shown here with Elmer Bobst (left), chairman of the American Cancer Society's Campaign Committee, and Dr. Frank Adair, cancer specialist. The occasion was a medical meeting in Atlantic City, N.J. Lord Horder is the guiding spirit of a group of British physicians opposed to the nationalization of medicine in their country. Mr. Bobst is president of William R. Warner and Co., Inc.*

## **Retailer Must Prove Actual Loss to Recover Under R-P Act**

In order to recover damages claimed by a retailer under the Robinson-Patman act because of alleged discrimination on the part of a manufacturer in furnishing demonstrators to certain agents and not to him, it is necessary for a retailer to prove loss of specific sales. This is difficult because of the necessity of assembling many witnesses. This is the substance of a decision by the Circuit Court of Appeals for the Second Circuit in *Sun Cosmetic Shoppe, Inc. v Elizabeth Arden Sales Corp.*

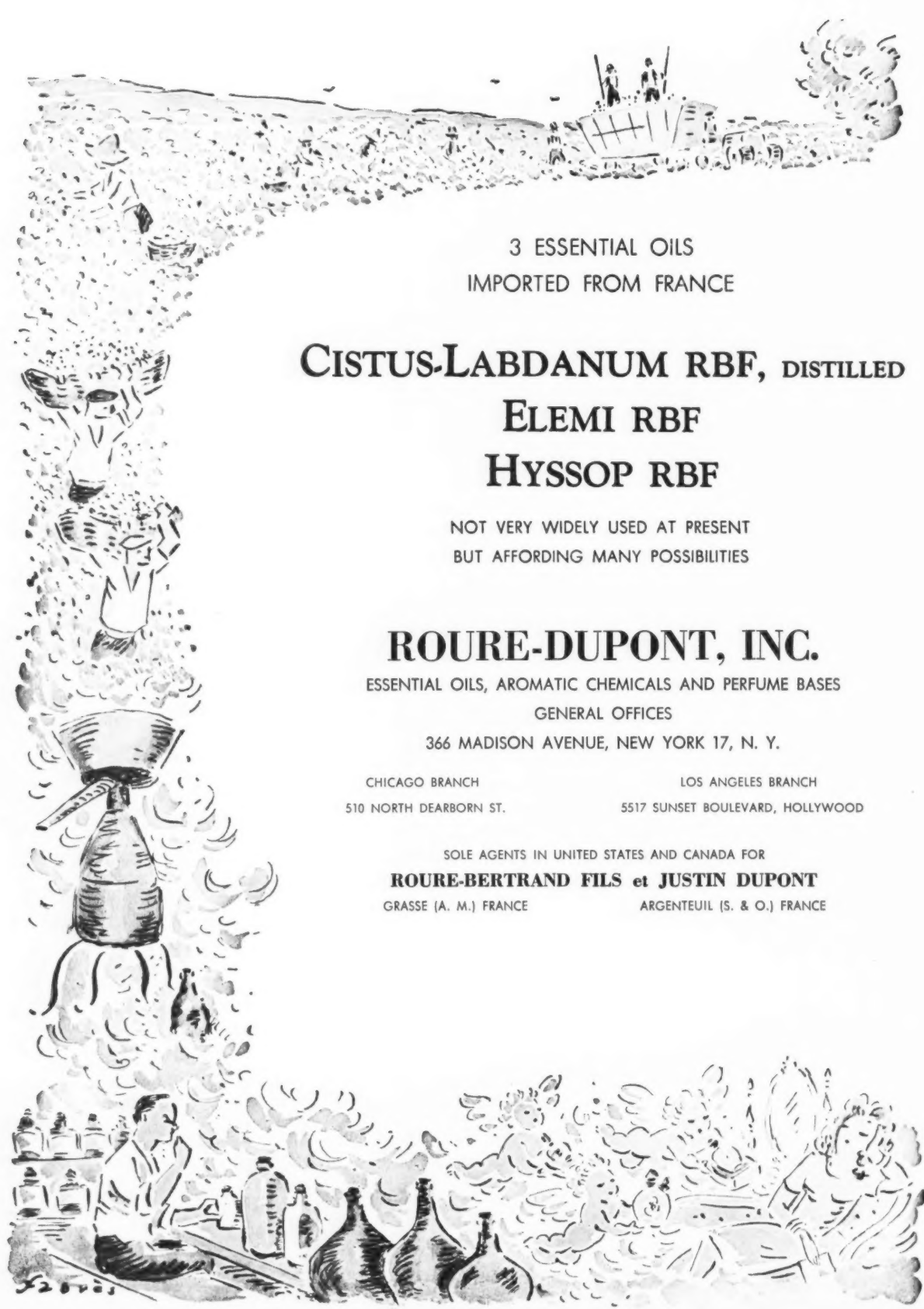
In the decade from 1938 to 1948 Elizabeth Arden supplied certain of its agents in New Jersey and New York with demonstrators but did not furnish them to the Sun Cosmetic Shoppe. As a result of this alleged discrimination Sun Cosmetic Shoppe claimed that business was diverted to the demonstrator-supplied retailers in New Jersey and it suffered a loss of \$15,600. It brought suit under the Robinson-Patman act to recover this amount and plenary damages. The District Court dismissed the complaint on the ground that all of the transactions between the parties were intrastate and so the federal courts had no jurisdiction and the Robinson-Patman Act would not apply. On appeal the Circuit Court of Appeals held that Elizabeth Arden violated the Robinson-Patman Act when it granted demonstrators to its New Jersey agents and not to the Sun Cosmetic Shoppe, as Congress had power to control Arden's contracts with its New Jersey agents.

Accordingly the trial of this case and that of the *Mirror Cosmetic Shoppe* in which the same facts are involved, will be watched with interest because of the ruling on damages.

## **Camilli, Albert & Laloue Open American Branch**

Camilli, Albert & Laloue, one of the oldest houses in Grasse, France, having been founded in 1830, opened an American branch January 3 at 14 E. 48th St. New York 17, N.Y. to handle sales of its natural floral products and essential oils. The telephone is Plaza 3-6070.

The company offers no compounds and will not operate a laboratory here. It will carry large



3 ESSENTIAL OILS  
IMPORTED FROM FRANCE

**CISTUS-LABDANUM RBF, DISTILLED**  
**ELEMI RBF**  
**HYSSOP RBF**

NOT VERY WIDELY USED AT PRESENT  
BUT AFFORDING MANY POSSIBILITIES

**ROURE-DUPONT, INC.**

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES

366 MADISON AVENUE, NEW YORK 17, N. Y.

CHICAGO BRANCH

510 NORTH DEARBORN ST.

LOS ANGELES BRANCH

5517 SUNSET BOULEVARD, HOLLYWOOD

SOLE AGENTS IN UNITED STATES AND CANADA FOR

**ROURE-BERTRAND FILS et JUSTIN DUPONT**

GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE

stocks here and all products will be sold in original containers. Thomas M. Biallo, who has had much experience with the line, will manage the American company.

### **City College Will Conduct Industry Career Clinic**

A "Career Clinic" in the fields of Drugs, Cosmetics, and Toiletries will be conducted by the Evening and Extension Division of The City College School of Business in New York on January 17, 18, and 19 and the first week of February, it was announced by Dr. Robert A. Love, director. Offered as a free public service, the "Clinic" will assemble an outstanding group of business executives from these and a wide variety of other fields to outline career possibilities in their areas. In individual, private interviews, the participating executives will present the employment situation in their fields and discuss the visitor's personal qualifications for each job.

On the January dates the Career Clinics will be held at the City College Midtown Business center, 430 West 50th St. New York City, from 2 p.m. to 9 p.m.

### **Denatured Alcohol Causes Deaths in New York**

The New York City Police Department has recommended that denatured alcohol be included in the same category as methyl alcohol under Section 123 of the New York City Sanitary Code. Police report that several deaths have occurred from drinking the liquid. In the amendment to the Sanitary Code additional responsibility is placed on the seller to be reasonably certain that no denatured alcohol is used for beverage purposes.

### **Dealers' Institute Adopts Resolutions**

The Beauty and Barber Supply Dealers' Institute adopted several resolutions of interest to manufacturers at its recent convention. They recommended that products advertised at a quantity price be advertised at a unit price higher than that obtained by an exact division of the quantity price. The institute also recommended that members of the industry offering free goods refrain from using items available in the beauty and barber industry.

### **Marschalk and Hines Head Vick Subsidiaries**

H. Robert Marschalk, formerly president of the Alfred D. McKelvy Co., has been elected presi-



*H. Robert Marschalk*

dent and general manager of Prince Matchabelli, Inc. New York, N.Y.



*Richard K. Hines*

Richard K. Hines, secretary and director of Vick Chemical Co. has been elected president and general manager of the Alfred D. McKelvy Co. Hugh D. McKay remains chairman of the board of both companies, which are wholly owned subsidiaries of the Vick Chemical Co.

### **Merits of Door to Door Selling told by Mayham**

What an effective association may do to develop the cosmetic industry and how it does it were pointed out in an address by S. L. Mayham, executive vice president of the Toilet Goods Assn. at the mid year business meeting of the Toilet Goods Manufacturers Assn. of Canada. A trade association can be effective in handling matters on

which there is substantial unanimity beyond the powers of individual members. It cannot be effective in attempting to settle disputes and problems between members when differences of opinion are substantial and vigorous.

In sketching the history of the T.G.A. he pointed out the service of the T.G.A. in passing on labels and advertising submitted to it. A label or advertising which has received prior approval by the T.G.A. has never been questioned by any government bureau.

In the light of prospective legislation in Canada he suggested that manufacturers develop acquaintanceships with legislators and then leave them alone, delegating to the association the task of clearing problems.

Cosmetics which contain ingredients which have a definite physiological effect on the skin, if backed by sound research which will prove their effectiveness and safety in general use should be launched and promoted by cosmetic manufacturers rather than by those in other fields.

As to house to house selling he felt that agents of such concerns are likely to do a better job of educating the consumer on the value of cosmetics than retail clerks. Supermarkets are useful outlets for cosmetics of a utility nature such as hand lotions, dentifrices, etc. but not for items whose acceptance depends on style or fashion, such for example as a treatment line.

### **NAM Favors Uniform Manufacturer's Excise Tax**

A recommendation that a uniform manufacturer's excise tax levied on end products be used to replace the present system of excise taxes was made by the National Association of Manufacturers prior to its 54th annual Congress of American Industry in New York City.

Under the NAM plan, all present manufacturers, retailers, and miscellaneous excise taxes except those on liquor, food, and tobacco would be repealed. The NAM directors said that the tax would produce the same amount of revenue as the present system of excises.

The proposal brought a sharp criticism from the American Retail Federation, which claimed that such a move would cut retail purchasing as a result of high prices.



Left: President Hans P. Wesemann reads his interesting annual address. Ray C. Schlotterer, managing director, Gerard J. Danco, vice president and George McGlynn, secretary-treasurer listen attentively. Right: Val H. Fischer, Dr. Eric C. Kunz, Frederick J. Lueders, all members of the executive committee, President Hans P. Wesemann, Secretary George McGlynn, Vice President Gerard J. Danco, F. K. Goudsmit and Ph. Chaley, both of the executive committee.

### Cosmetic Law Developments to be Considered by Lawyers

The section on food, drug and cosmetic law of the New York State Bar Association will hold its fifth annual meeting in the meeting hall of the Association of the Bar of the City of New York January 26. The program is as follows:—

**Morning Session.**—The chairman of the section, Charles Wesley Dunn, will preside. The session will be opened with the following reports on the progress of the Federal food, drug and cosmetic act in 1949:—"Legislative and Administrative Progress, with Comments," by Charles W. Crawford, Associate Commissioner of Food and Drugs, and "Enforcement and Judicial Progress, with Comments," by Daniel P. Willis and William W. Goodrich, office of general counsel, food and drug division, Federal Security Agency.

In addition, the following papers will be presented:—"Applicability of Federal Food, Drug and Cos-

metic Act to Drug Advertising," by Vincent A. Kleinfeld, head of the general regulations unit, criminal division, Department of Justice, and "Proceedings Instituted Under Sections 12 to 16 (Inclusive) of Federal Trade Commission Act," by James W. Cassidy, associate general counsel, Federal Trade Commission.

**Afternoon Session.**—The following papers will be presented:—"Some Observations on Law of Cosmetic Advertising," by Hugo Mock, chairman of the committee on cosmetic law; "Use of Colors to Identify Medicinal Products," by George H. Sibley, vice-president and general counsel of E. R. Squibb & Sons, and "Imitation Food Provisions of Federal Food, Drug and Cosmetic Act," by Michael F. Markel, chairman of the committee on uniform state food, drug and cosmetic laws.

In addition, there will be reports on retail food exemptions from the Federal food, drug and cosmetic act, by William A. Quinlan, chairman of a special committee on this

subject, and on the progress of products liability law in 1949, by Bradshaw Mintener, chairman of the standing committee on this subject.

### Poor Crops Add to Essential Oil Industry Trials

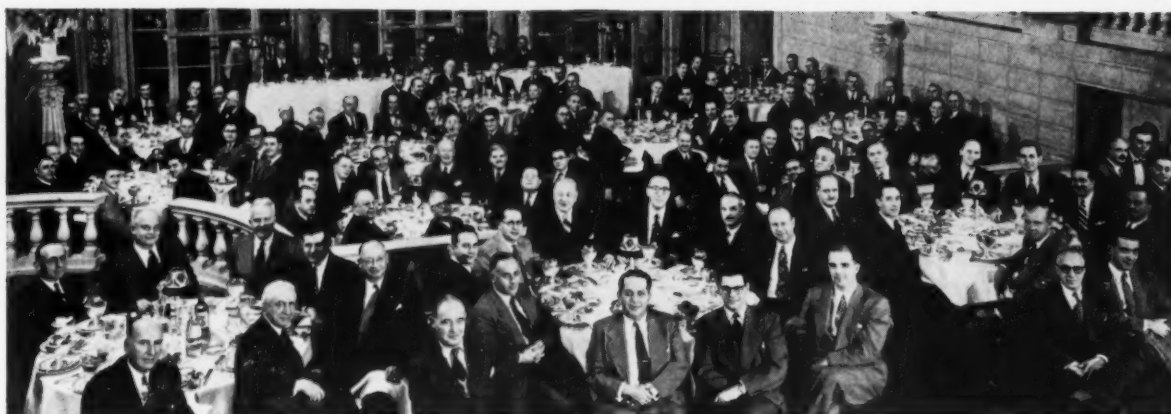
Unfavorable growing conditions throughout the world, exchange difficulties, currency controls, dollar shortages and export duties combined to make burdensome the difficulties of the essential oil industry in doing business and supplying its customers in the past year Hans P. Wesemann, president of the Essential Oil Assn. of the U.S.A. reported in his address at the well attended annual meeting in the Hotel Plaza, New York, N.Y. January 6.

The requirements of foreign countries for antibiotics, food essentials, equipment and raw materials, he pointed out, are great and the desire is to purchase these from the United States. In payment for them foreign countries quite often offer their own produce including



Luis deHoyos, Jr., chats with Carl Wellenkamp. Right: Robert O. DeZemler, Joseph H. Fein, Dr. Victor Fourman and Ray Williams.





*A sumptuous banquet followed by excellent professional entertainment added much to the meeting of the Essential Oil Assn.*

essential oils. The desire to create the necessary amount of dollars quite often brings about a reduction in prices of the commodities offered. This accounts for the unbelievably low quotation on some essential oils which are in fact below production costs and represent a serious handicap to American companies which trade only in these products and have nothing else to barter against them. A further factor in price increases of essential oils is the cost of living. In the Reunion islands such high wages are being paid by sugar producers that essential oil producers cannot compete with them. As a result the production of ylang ylang, geranium and vetiver will be curtailed resulting in higher prices.

Because of lively inquiries from consuming industries business looks good for the first half of this year.

In outlining the specific activities of the association during the past year Mr. Weseman pointed out that the problem of package differentials for essential oils and aromatic chemicals was carefully studied by a committee under the chairmanship of V. H. Fischer and served to make all conscious of the extremely high cost of doing small order business. The remedy, he indicated, is up to each individual member. During the year the past procedure of not writing essential oil contracts with guarantees against decline was reiterated.

In closing Mr. Weseman called for a rising vote of thanks to Managing Director Ray C. Schlotterer for his untiring efforts to ease the work of the officers. This was given, accompanied by a hearty round of applause in recognition of Mr. Schlotterer's work, his tact and his skill as an executive.

Dr. Eric C. Kunz reported on the work of the Scientific Section. He stressed the fact that on synthetics

more unanimity is obtained in a shorter period of time than in making specifications for essential oils. Seven new specifications were added to the book of standards in the past year. The group will continue its work on new specifications and asked for suggestions as to what products should be singled out to be worked on. Dr. Kunz also brought up the suggestion made at the previous meeting of the Scientific Section in regard to work on odor classification. He also suggested that work be done to clarify or to determine scientifically what is meant by turbid, cloudy and opalescent.

The following officers were elected: President, Hans P. Wesemann; Vice President, Gerard J. Danco; Secretary, George McGlynn; Executive Committee members: Ph. Chaleyer and Frederick J. Lueders.

#### **Cosmetic Credit Men's Winter Party at Martinique January 27**

The annual Winter party of the Drug, Cosmetic, and Chemical Credit Men's Association will be held on the evening of January 27 at the Hotel Martinique, New York, N.Y. The association is noted for the high character of the entertainment provided at these affairs as well as for the banquet. A record attendance is anticipated.

#### **Lever Brothers Names Merchandising Executives**

W. W. McKee, vice-president in charge of sales, announced the present organization of Lever Brothers' Merchandising Department December 23, following the company's move to New York City.

The department will continue under the direction of Frederick Schneller, general merchandising

manager, Mr. McKee said that three assistant merchandising managers have joined the staff. They are: James G. Gammel, who will be in charge of merchandising for Surf, Lifebuoy, Swan, and hotel sales; H. E. Wholley, who is assistant merchandising manager for Lux Toilet Soap, Lux Flakes, Silver Dust, and glycerine; and A. C. West, who will supervise the merchandising for Rinso, Spry, Breeze, and bulk edibles. Two new posts, those of assistant merchandising manager for copy and art, and merchandising office manager, will be filled by Julian Bers and William B. Bisker.

#### **F.D.A. Authorized to Release Detained Merchandise**

The enactment of H.R. 160, an amendment to the Import Section (Sec. 801) of the Federal Food, Drug, and Cosmetic Act allows specific statutory authority for the release of detained merchandise so that it can be reconditioned to meet F.D.A. requirements. The amendment requires that the expense of government supervision of the merchandise be borne by the importer.

#### **Adulterated Nail Base Coat Seized in New York**

The Southern District Court of New York recently condemned a shipment of nail base coat which had been seized on a charge of being adulterated. Analysis of the product showed that it contained synthetic rubber of the Perbunin type and phenol formaldehyde resin in methylethylketone. The product was alleged to contain a poisonous or deleterious substance which might have rendered it dangerous for use under the conditions prescribed on the label.

### **Draper to Head Missouri Group**

Neal M. Draper, St. Louis manager for Solvay Sales Div., Allied Chemical and Dye Corp., was elected president of the Associated Drug and Chemical Industries of Missouri at the association's annual business luncheon meeting.

Other officers are O. W. Rash, vice president, Lambert Pharmaceutical Co.; P. A. Hein, dist. sales mgr., Mallinkrodt Chemical Works; G. C. Irwin, president, Irwin-Willert Co.; J. A. Mueller, director of technical control, S. Pfeiffer Mfg. Co.; and J. L. Lanz, consultant and manufacturer's agent.

### **Venue and Jurisdiction In Libel Proceedings**

In the District Court of the United States for the Northern District of Ohio, Eastern Division, the Court held that under the Federal Food, Drug and Cosmetic Act there is no authority for the transfer of a libel, brought in a district in which the product was found, to the district in which the claimant has his principal place of business. A libel improperly transferred is remanded to the Court of

original jurisdiction.

An action was brought in the Western District of Pennsylvania for the condemnation of certain products. The claimant intervened in said libel and petitioned the Court to remove said action to the district in which claimant's principal place of business is located. The Government objected to the removal of said cause of action. The Court held, in part, that under Section 334, removal of said cause of action is unauthorized to the district in which the claimant's principal place of business is located.

### **Northam Warren Corp. Holds Sales Meeting**

The Northam Warren Corp., Stamford, Conn., recently ended its annual one week sales conference. Representatives from all parts of the country heard the 1950 sales program presented by Northam Warren, Jr., vice president and general manager and A. C. Wakefield, general sales manager.

The sales force was given a preview of the promotional plans which have been formulated for the Cutex, Peggy Sage, and Odorono lines and the new items to be introduced during the year.



Judging the display contest held by Lenthier, Inc. for their new perfume, *Repartee*. Left to right: Miss Irene Bender, publicity director, A.M.C.; Irving Eldredge, assistant manager of the Visual Merchandising Group of the N.R.D.G.A.; Hugh Horner, special projects director of *Mademoiselle*; and R. C. Kash, Publisher and Editor, *Display World*.

### **New Years Day Twin Girls Will Win \$500 in Gifts**

The Toni Co. Chicago, Ill. announced that each pair of twins born between midnight and noon on New Year's Day received gifts valued at \$500. According to the company, the contest is part of a plan to insure a steady supply of models for their "Which Twin" campaign.

### **Fritzsche Receives Safety Reward**

Fritzsche Brothers, Inc., New York City, has again been awarded the State Insurance Fund of New York Plaque for its record of no-employee-time-lost due to accidents.

### **Richford Corp. Moves New York offices**

The Richford Corporation has announced the removal of its offices at 251-255 Fourth Avenue at 20th Street, New York 10, N.Y.

### **B.I.M.S. Annual Dinner at N.Y. Athletic Club February 2**

The BIMS will hold their annual dinner at the New York Athletic Club Thursday evening, February 2. Dress will be informal. James Leyden and Sewell Cochran are co-chairmen of the entertainment committee and they have promised to surpass their record of last year. Guests are invited.

### **Canadian Faberge Builds New Plant**

C. G. Carmichael, president of Faberge Perfumes (Canada) Ltd., Toronto, has announced that construction has begun on a new plant to be located on the Queen Elizabeth Highway at Entobicoke, a suburb of Toronto. Plans call for completion next May.

### **Cincinnati Association To Meet January 25**

A regular meeting of the Cincinnati Drug and Chemical Association will be held on January 25 at the Hotel Alms in Cincinnati. The guest speaker will be Homer H. Jones, well known fisherman, traveler, and photographer. Mr. Jones will show movies and speak on "Sport Fishing and the Outdoors."

### **Research Fellowship Established by Smith, Kline & French**

A three year research fellowship of \$2500 a year has been established at the Purdue University School of Pharmacy by Smith, Kline & French Laboratories, Philadelphia, Pa.

### **William Ebling Tells ADACIOM About Squeeze Bottle Boom**

William F. Ebling, sales manager of the Plax Corp. discussed flexible plastic bottles and their uses at the January 1 meeting of the Associated Drug and Chemical Industries of Missouri in St. Louis. Mr. Ebling is an alumnus of Harvard University. During World War II he served as Japanese language officer for the navy.

### **Chain Stores Spent Half Billion for Store Construction in 1949**

Chain stores in the United States spent over \$458,000,000 in 1949 for store construction and modernization. Of this amount chain drug stores spent about \$29,500,000.

### **Squibb Works Out Currency Exchange Contract**

E. R. Squibb & Sons, New York, N.Y. have worked out a currency exchange contract with the Economic Cooperation Administration to permit conversion into dollars up to \$612,500 of its receipts from British enterprises. These firms will export 95% of their production to Marshall Plan countries.

### **Directory of Chain Drug Stores in U.S. Now Out**

The National Assn. of Chain Drug Stores has issued its 1949 directory covering 416 chains operating 4639 stores. It sells for \$2.

### **Acids and Oxides in Smog Harmful to unprotected Skin**

The results of the smog experiment with 12 women using Lady Esther's complete creme make up and 12 who did not showed that acids and oxides in smog are harmful to unprotected skin.

### **Harriet Hubbard Ayer in New Quarters**

Harriet Hubbard Ayer, Inc. has moved from its old offices at 323 East 34th St. New York, N.Y. to new and enlarged quarters at 505 Park Ave., headquarters of the parent Lever Bros. Co.

### **Official Canadian View on Ammoniated Dentifrices**

The Canadian Department of National Health and Welfare has issued a trade information letter to all manufacturers in Canada giving the views of the department on ammoniated dentifrice advertising. From *Soap, Perfumery & Cosmetics* of London the views given are quoted:

"The prominence given recently to experiments being conducted on the use of the ammonium ion, its effect on lactobacillus acidophilus, and its possible effect on the incidence of dental caries has led to an accelerated advertising of dentifrices in general. Much of the advertising has been spectacular, and, we believe, much has been unduly optimistic if not flagrantly misleading.

"Dental authorities have stated repeatedly that, at the present time, it is not possible to assess the value of the ammonium ion in reducing the incidence of dental caries. The association of high lactobacillus acidophilus counts with high incidence of dental caries would make it logical to assume that any agent reducing the former would be likely also to reduce the latter. However logical the assumption, it is necessary that it be established by definite clinical trial before it can be accepted as fact. Dental authorities estimate that at least two years will be required to compile sufficient data to evaluate such claims.

"The principal function of dentifrices is to clean. In addition, the ammonium ion, when present in the mouth in sufficient concentration and for sufficient time, seems to effect a decrease in the lactobacillus acidophilus count. It does not follow that a dentifrice will do either or both of these things, will prevent dental caries or that it will reduce significantly the incidence of new caries. Other factors, such as diet, will influence the results.

"In view of the above, for the present the department considers to be misleading any assurance that any dentifrice, with or without the ammonium ion, will or will help to

- (a) stop or prevent tooth decay;
- (b) have any effect on existing tooth decay;
- (c) reduce the incidence of caries.

Claims for the ammonium ion should be limited to its effect on lactobacillus acidophilus.

### **Pioneer Synthetic Manufacturer Now Actively at Work Again**

Haarman & Reimer of Holzminden, Germany, which was founded in 1874 by Dr. Wilhelm Haarman to manufacture synthetic aromatics and flavors has overcome the difficulties resulting from the war and is now in full operation with 200 employees and 15 chemists.

In the first year of its existence this firm gained world recognition by synthesizing vanillin from eugenol. In 1876 the synthesis of coumarin was begun and the discoverer of this process, Dr. K. Reimer, became a member of the firm. These products were the forerunners of a host of synthetic aromatics and flavours, the number of which today is claimed to be more than 100.

Many chemists distinguished for their researches on synthetic perfumes have worked in the laboratories of Haarman and Reimer. Current interest in the structure of irone, for instance, is a reminder that it was in these laboratories that Tiemann and Kruger isolated the irone of iris root essence. This work was the beginning of modern synthetic perfumery chemistry, a branch of applied science which has done so much to convert the luxuries of yesterday into the accepted accessories of modern life.

### **New Synthetic Rubber Produced from Turpentine Derivative**

A new type of high quality synthetic rubber made with a chemical derived from turpentine has been developed by scientists of the Bureau of Agricultural and Industrial Chemistry of the U.S. Dept. of Agriculture. The main ingredient of the new elastomer is isoprene.

### **Richard H. Grant of Houbigant Died January 10**

Richard H. Grant, who has been sales promotion manager for the Houbigant Sales Corp. for the past ten years died following a short illness January 10. During NIRA days he was chairman of the toilet goods industry code committee.

### **Caustic Soda Being Obtained from Sea Water in Japan**

According to a report scientists of the Japanese Ministry of Trade and Industry have perfected an apparatus which extracts caustic soda from sea water. Production is expected to reach 300 tons monthly within a year.



### Discussion Encouraged at Fritzsche Sales Conference

Executives, department heads, and representatives from all branch offices and from Fritzsche Brothers of Canada, Ltd. participated in a four day annual sales meeting held by Fritzsche Brothers, Inc., New York, N.Y. at the Hotel New Yorker from December 6 to 9. Addresses by F. H. Leonhardt, president; John H. Montgomery, vice-president and treasurer; John L. Cassullo, assistant treasurer; and D. H. Neary, assistant secretary were followed by a program built around the work of the Flavor Division and then activities of the Perfume and Technical Service Division.

At all of the meetings free discussion was encouraged in order to promote more efficient sales activity through greater cooperation and increased understanding of departmental problems. The conference was concluded by a dinner-dance held in the New Yorker's Grand Ballroom December 10.

### C.I.B.S. Installs New Officers at Annual Christmas Party

New Officers of the Cosmetic Industry Buyers and Suppliers Association were installed at the annual C.I.B.S. Christmas cocktail party December 10 at the Hotel Warwick



Paul Alexander, new president of C.I.B.S. presenting a plaque awarded by the organization to Arthur Mulligan, charter member and president of C.I.B.S. for the past two years.

New York. Paul Alexander, the new president, presented a plaque donated by the organization to Ar-



President, vice president's, and directors in pre-luncheon confab at Fritzsche Brothers' annual sales conference, held December 6 to 10, at the Hotel New Yorker. Left to right: Joseph A. Huisking, H. P. Wesemann, John H. Montgomery, F. H. Leonhardt, Fred Leonhardt, Jr., Ernest Guenther, and John L. Cassullo.

thur Mulligan, of Lehn and Fink, charter member and president for the last two years. Additional officers include George Schumacher, Cheesebrough Mfg. Co., as first vice-president; Lawrence Carter, Ogilvie Sisters, as second vice-president; Robert Williams, Avon Allied Products, corresponding secretary; R. E. Sloan, Lorr Laboratories, recording secretary; and Henry A. Budd, Ungerer and Co., Inc., treasurer. Robert Proom, Wallace Paper Box Co., and William Fairhurst, Tombarel Products, have been named to the board of directors.

### Combined Trade Mark Bureau Now Working

The Combined Trade-Mark Bureau which the American Drug Manufacturer's Association and the American Pharmaceutical Association have set up went into operation the first of the year.

The bureau issues weekly bulletins listing the trademark registrations of the previous week and other information including the names of the owners. The bulletins, issued each Wednesday, are sent to subscribers to the bureau's trademark registration service.

Members of the two associations are requested to send their trademarks for registration to the Combined Trade-Mark Bureau, 507 Albee Building, Washington 5, D.C.

### FTC Asks Rejection of "Good Faith" Price Discrimination Plea

The Federal Trade Commission last week appealed to the Supreme Court of the United States to reject the arguments of Standard Oil Company of Indiana that price discrimination is a lawful practice when done in good faith to meet competition. The commission contended that if such a construction of the law is sustained, it will amount to a virtual nullification of the Robinson-Patman act.

The good faith argument to support price discrimination practices is the main point at issue in the appeal by Standard from a unanimous ruling of the United States Circuit Court of Appeals for the Seventh Circuit holding the company had violated the Robinson-Patman act in its sale of gasoline to jobbers in the Detroit area.

Much importance is attached to the ruling which the Supreme Court will make on the question because of its close relation to questions contained in the O'Mahoney freight absorption bill (S. 1008) now pending in the senate. Whether good faith should be an acceptable argument for discriminating in prices is the main issue that has held up final enactment of the bill. The bill is due to come up in the senate January 20.

Another significant aspect of the situation is the fact that the Federal Trade Commission appears to be fighting the case without the aid of the antitrust division of the Depart-



# U.S.I. CHEMICAL NEWS

January

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A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries

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1950

## Nutrition Expert Gives Recent APF Developments

Ingredients of animal and marine origin can be partially replaced by commercial APF supplements in animal feeds, stated Dr. H. R. Bird of the U. S. Department of Agriculture at a recent midwestern animal nutrition conference. Speaking conservatively he advised that high energy broiler rations should contain a minimum of 4% fish meal or 8% meat meal; starter or breeder mash may contain as low as 2% fish meal or 4% meat meal provided an APF supplement is used to furnish the rest of the essential APF complex. Dr. Bird mentioned that there is evidence of at least two additional factors, other than vitamin B<sub>12</sub>, which go to make up the important animal protein factor.

Practical experiments with U.S.I. Animal Protein Factor Supplement have shown improved growth with this primary fermentation product as compared with B<sub>12</sub> concentrates mixed in the feed. There is evidence that along with guaranteed amounts of vitamin B<sub>12</sub>, U.S.I.'s APF Supplement contains appreciable amounts of unidentified factors that are essential for optimum growth.

## Chemicals Used to Prevent Formation of Histamine

A new approach to the allergy problem is being taken in research with certain chemicals related to vitamin P—*d*-catechin and epicatechin. These chemicals help prevent histamine formation in the body, rather than interfering with its effects, as do the currently used antihistamines.

## Boating Enthusiasts Find Solox Ideal for Many Marine Uses

### U.S.I. Proprietary Alcohol Solvent Is Used for Fueling Yacht Stoves, Thinning and Removing Shellac, Cleaning Glass

Among yacht-owners and others who are mariners by avocation, U.S.I.'s proprietary alcohol solvent, Solox, has rapidly acquired a reputation for being an extremely versatile product for marine use. Solox burns with a clean, colorless flame, without odor, and leaves no residue. These properties, plus its convenient packaging—in easy-to-store, easy-to-pour gallon, quart, and pint containers, as well as the conventional 54 gallon and 5 gallon drums—make Solox tops for use as fuel in marine stoves.

### Inexpensive Polio Vaccine May Come from New Method

A comparatively inexpensive process for producing a vaccine against poliomyelitis may result from a newly developed method of growing the virus on adult human tissue, in test-tubes. Previously the only known medium for culturing the virus in test-tubes was human embryonic tissue. With the new method it may prove possible to transplant the virus from the adult tissue to hens' eggs, as has been done in the past in cultivating other disease-causing viruses. Such a development might permit production of a polio vaccine in relatively large quantities.

### How to Reduce Fire Hazard

A new informative 12-page booklet, available now without charge, is designed to help industry reduce fire hazards and losses. The subject of flammable liquids particularly is covered in several sections of the booklet.

Maintenance of protective coatings has always been a problem for the boat-owner. The superior solvent action and mild, non-residual



odor of Solox have made it a favorite for cutting and thinning spirit varnish and shellac, for softening undercoatings before sanding and revarnishing, and for cleaning and softening brushes.

Solox is also an effective general-purpose cleaner for use aboard ship. Used in combination with soap it dissolves difficult stains and removes most kinds of dirt and grease. A mixture of one-third Solox and two-thirds water rapidly softens dirt, fly specks, and oil spots on glass, leaving a clean, brilliant surface. Solox also removes dirt, oil, and water from metal surfaces and helps prevent corrosion.

#### Many Applications in Other Fields

Because of its general utility characteristics, Solox is also used in preference to completely denatured alcohol in a number of products and processes outside of the marine field. Lacquer manufacturers have found that 20 per cent Solox with 80 per cent toluol is

**MORE**

## New Germicidal Powder Emits Its Own Light

Tests of a new medical powder, for use in both wet and dry dressings, have shown its unusual germicidal action. The new germicide, said to emit light in the ultraviolet range, was used on 22 cases of infected wounds, 20 of which had not responded to sulfa and other treatments. All the patients recovered. The powder is reported to contain chloramine T, potassium iodide, dextrose, and sodium biphosphate, and has a pH just over 7 in solution at room temperature.



Photo by Jack F. Laus

Air view of the Carthage Hydrocol, Inc., Stanolind Oil and Gas Company, and U.S.I. projects at Brownsville, Texas. On the right is the Carthage synthesis plant where natural gas will be converted to synthetic gasoline, other petroleum products, and crude chemicals. The chemicals will be recovered and refined in the Stanolind plant, center background, and then will be prepared for market by U.S.I., whose facilities are shown on the left. Early operation of the facilities pictured above is anticipated.

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# U.S.I. CHEMICAL NEWS

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## Plastic Bags Aid Mixing Of Ingredients That Stain

A plastic-film bag which can be filled with a specified amount of an ingredient and then placed right in the mixing batch of certain types of products during their manufacture has been developed. The bag, which disintegrates in the mix, is designed for use with ingredients that cannot be handled without staining equipment.

## 'Urethan' without the 'e'

Urethan, an important ingredient in a number of pharmaceutical preparations and a raw material in the synthesis of many drugs and chemicals will be spelled without a final "e" in the U. S. Pharmacopoeia XIV. In making this announcement, the Committee of Revision added that the old spelling, "urethane," will be carried as a synonym to the title. U.S.I. is a major producer of Urethan, U.S.P.

CONTINUED

## Solox For Marine Use

one of the most powerful solvent combinations for ethyl cellulose. This mixture gives low viscosity solutions and superior final films. A mixture of Solox and ethylene dichloride is a popular solvent for cellulose acetate butyrate lacquers, and Solox in combination with toluol may be used as a diluent to replace denaturated alcohol in cellulose acetate lacquer formulations.

### Used in Chemical Manufacture

Solox is employed in various chemical purifying and recrystallizing operations. Anhydrous Solox is often used as a reaction medium for chemical processes which will not go forward in the presence of water. Solox can also be used to furnish the ethyl group in chemical manufacturing processes where its denaturants are compatible with the other reactants.

Other applications for Solox include its use as an ingredient in airplane carburetor and propeller de-icing; for removing water and sludge from fuel oil tanks; for rinsing photographic negatives and prints, and cleaning ferrotype plates; and as an ingredient in the production of paint removers, liquid cements, polishes, and water-proofing materials.

## Ethyl Ether Helps Start Diesels in Cold Weather

Recent tests in this country, Britain, and Germany are claimed to have demonstrated that the use of ethyl ether as a priming agent is the most effective and potentially the most convenient method of starting diesel engines in cold weather. Diesel engine cold starting is said not to respond significantly to improvements in fuel cetane numbers, regardless of



the use of ignition accelerators. Although starting accessories like glow plugs and jacket heaters may be satisfactory for some applications, they are sometimes unreliable, inconvenient, and expensive.

## New Chemical Process For Polishing Metals

Metal products can now be given a bright, reflective surface without the need of mechanical or electrical operations, it is reported. In the new process the product is merely dipped into a chemical solution and when withdrawn a few minutes later is described as having a high, mirror-like luster. Chief advantage claimed for the new process in production is its simplicity—it may eliminate from one to four or five production steps in the finishing of a metallic product. Metals that can be polished successfully by the new process are said to include brass, copper, Monel, nickel, and aluminum.

## TECHNICAL DEVELOPMENTS

Further information regarding the manufacturers of these items may be obtained by writing U.S.I.

**Fast, cold-removal of paint, varnish, lacquer, synthetic enamel, and japan finishes, without chemical after-wash, is claimed possible with a new paint remover, described as fire- and explosion-resistant, harmless to fabrics and polished metals, and non-irritating to the hands.**

(No. 529)

**A new finishing treatment for polyethylene fabrics pre-shrinks them to less than 2% residual shrinkage at temperatures up to 165°F., it is claimed.**

(No. 530)

**To speed up emptying of tank cars and to permit many viscous materials to be handled in cars not fitted with steam coils, new immersion-type steam heaters are on the market. The heaters can be handled safely by one man, the makers state.**

(No. 531)

**A new flame-retardant chemical for cotton and rayon does not change the appearance or feel of these materials, it is claimed. Durable to dry-cleaning, normal home laundering, and weathering, it reportedly reacts chemically with the fabric fibers rather than merely coating their surfaces.**

(No. 532)

**Rubbers with high resistance to heat, oil, light, ozone, discoloration, and gas diffusion, and which retain flexibility and elasticity under compression are said to be available. They are reported based on acrylic esters and, though saturated, to be vulcanizable.**

(No. 533)

**Cars or trucks stuck in snow, ice, mud, or sand can be easily driven out of difficulty using a new inexpensive device, it is reported. The device is said to provide a non-slip tread that does not cut or otherwise damage tires. It can be stored conveniently in the car, the makers state.**

(No. 534)

**An all nylon typing ribbon, claimed to produce exceptionally sharp, clear impressions and to be extremely durable, is now on the market.**

(No. 535)

**A new low-cost adhesive for labeling glass bottles and jars, described as resistant to temperature and humidity extremes, is said to do a good job on wet, stippled, or slightly greasy containers, to be fast-setting, and to have ability to run continuously without building up on labeling machines.**

(No. 536)

**A new, odorless, one coat flat oil paint permits interior painting without opening windows for ventilation, comfortable occupation of rooms during and after painting, and increased application efficiency, according to the manufacturers.**

(No. 537)

**New "ductile" cast iron that is not brittle but can be bent or twisted is reported available now for many and varied uses. It has several times greater strength than ordinary cast iron and greatly increased ductility and shock-resistance, the makers claim.**

(No. 538)

# U.S.I. INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y.



BRANCHES IN ALL PRINCIPAL CITIES

### ALCOHOLS

Amyl Alcohol  
Butanol (Normal Butyl Alcohol)  
Fusel Oil—Refined

### Ethanol (Ethyl Alcohol)

Specially Denatured—all regular and anhydrous formulas  
Completely Denatured—all regular and anhydrous formulas  
Pure—190 proof, C.P. 96%, Absolute

\*Solox—proprietary solvent

### ANTI-FREEZES

\*Super Pyro Anti-freeze  
U.S.I. Permanent Anti-freeze

### \*ANSOLS

Ansol M  
Ansol PR

\*Registered Trade Mark

### ACETIC ESTERS

Amyl Acetate  
Butyl Acetate  
Ethyl Acetate

### OXALIC ESTERS

Dibutyl Oxalate  
Diethyl Oxalate

### PHthalic ESTERS

Diamyl Phthalate  
Dibutyl Phthalate  
Diethyl Phthalate

### OTHER ESTERS

\*Diatol  
Diethyl Carbonate  
Ethyl Chloroformate

### INTERMEDIATES

Acetoacetanilide  
Acetoacet-ortho-anisidide  
Acetoacet-ortho-chloroanilide  
Acetoacet-ortho-toluidide  
Acetoacet-para-chloroanilide  
Ethyl Acetoacetate  
Ethyl Benzoylacetate  
Ethyl Sodium Oxalacetate

### ETHERS

Ethyl Ether, U.S.P.  
Ethyl Ether Absolute—A.C.S.

### FEED PRODUCTS

Riboflavin Concentrates \*Vacatone 40  
\*Curbay B-G \*Special Liquid Curbay

### DL-METHIONINE

Chemically Pure

### RESINS (Synthetic and Natural)

\*Aroplaz—alkyds and allied materials  
\*Arofen—pure phenolics  
\*Arochem—modified types  
Ester Gums—all types  
Congo Gums—raw, fused & esterified  
Natural Resins—all standard grades

### INSECTICIDE MATERIALS

CPR Concentrates  
Piperonyl Butoxide  
Piperonyl Cyclonene  
\*Pyrenone Concentrates  
Pyrethrum Products  
Rotenone Products

### INSECTIFUGE MATERIALS

\*Indalone  
Triple-Mix Repellents

### OTHER PRODUCTS

Cellulose Urethan, U.S.P.  
Nitrocellulose Solutions  
Ethylene

Printed in U.S.A.

ment of Justice. There are strong indications that the division rejects the argument of FTC that good faith can never justify price discrimination.

In its brief to the court, FTC said that there was nothing in the legislative history of the enactment of the Robinson-Patman act to support the contention that meeting competition in good faith was made an absolute bar to liability for discrimination in prices otherwise prohibited. In fact, FTC declared, the proposal was rejected by congress.

"If this provision (good faith proviso of section 2 (b) of the Clayton act) were construed to permit the showing of a competing offer as an absolute bar to liability for discrimination," the brief said, "then it would nullify the act entirely at the very inception of its enforcement; for in nearly every case, mass buyers receive similar discriminations from competing sellers of the same product.

"This court, in the Staley case, expressed the view that the 'good faith' proviso does not provide a substantive justification for violation of section 2(a) and that proof of meeting competition in good faith is sufficient to rebut only a prima facie case of violation of section 2(a) and beyond that, is merely evidence to be considered by the commission with other evidence in determining as a question of fact in each case whether the seller's competition justified the discrimination in price.

"Petitioner's argument that it has a constitutionally vested right to discriminate in price when meeting an equally low price of a competitor regardless of the injury done to competition is equivalent to a contention that the constitutional power of congress to regulate commerce among the several states is limited by an inherent and inalienable private right to discriminate in price when done in good faith to meet an equally low price of a competitor. Section 2(b) as thus construed by petitioner is elevated to the status of a constitutional guarantee.

"The court should adopt the commission's construction that would make this statute an effective rather than an ineffective instrument for the protection of the competitive system against injurious discrimination. To accept petitioner's contentions would give constitutional sanction, under the circumstances here present, and which are of frequent occurrence, to discrimination which injures and destroys competition.

## W. F. Kammerer Heads Chicago Perfumery Assn.

W. F. Kammerer, Chicago office manager for George Lueders & Co., has been elected president of the



W. F. Kammerer

Chicago Perfumery, Soap and Extract Assn. Other members elected for 1950 are Benjamin Bridge Jr., Bridge Chemical Co., Inc., vice president; Charles E. Arch, Sheffield Tube Corp., secretary; Z. D. Sappenfield, Allen B. Wrisley Co., treasurer.

## Association Calender For 1950

- Jan. 25-26—Assn. of American Soap and Glycerine Producers, Plaza Hotel, New York, N.Y.
- Jan. 27—Drug, Cosmetic and Chemical Credit Men's Assn., Hotel Martinique, New York, N.Y.
- Feb. 2—BIMS Winter Meeting, New York Athletic Club, New York, N.Y.
- Feb. 13-15—American Pharmaceutical Mfrs. Assn., Eastern Section, Roosevelt Hotel, New York, N.Y.
- Feb. 23-25—American Pharmaceutical Mfrs. Assn., Midwestern Section, Edgewater Beach Hotel, Chicago, Ill.
- Mar. 2-4—American Pharmaceutical Mfrs. Assn., Western Section, Biltmore Hotel, Los Angeles, Calif.
- Mar. 9—DCAT Section, New York Board of Trade, Waldorf Astoria Hotel, New York, N.Y.
- Mar. 13-14—Federal Wholesale Druggists Assn., Statler Hotel, New York.
- Mar. 19-21—Affiliated Drug Stores, New Yorker Hotel, New York, N.Y.
- Apr. 11-14—National Assn. of Chain Drug Stores, Hollywood Beach Hotel, Hollywood, Florida.
- Apr. 27—American Assn. of Candy Technologists, Annual Production Conference, Bethlehem, Pa.
- Apr. 30-May 5—American Pharmaceutical Assn., Traymore Hotel, Atlantic City, N.J.
- May 7-10—Flavoring Extract Mfrs. Assn., Traymore Hotel, Atlantic City, N.J.
- May 16-18—Toilet Goods Assn., Annual

Meeting, Waldorf-Astoria Hotel, New York, N.Y.

May 9-10—U.S. Pharmaceutical Convention, Hotel Statler, Washington, D.C.

May 21-24—American Spice Trade Assn., Shawnee Inn, Shawnee-on-Delaware, Pa.

May 25-27—Proprietary Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

May 29-31—American Pharmaceutical Mfrs. Assn., Annual Meeting, Broadmoor Hotel, Colorado Springs, Colo.

June 12-13—Chemical Specialties Mfrs. Assn., Drake Hotel, Chicago, Ill.

Sept. 21-23—Drug, Chemical and Allied Trades Section, New York Board of Trade, Annual Meeting, Shawnee Inn, Shawnee-on-Delaware, Pa.

Sept. 24-27—Associated Chain Drug Stores, New Yorker Hotel, New York, N.Y.

## Lanolin Plus Secretary Sues Company President

George Enzinger, secretary and treasurer of Lanolin Plus Cosmetics, Chicago, Ill. has filed a \$100,000 libel suit in superior court against J. L. Peacock, president of the company.

The suit is a ramification of another filed by Mrs. Enzinger, the former Irene Castle, against the cosmetic company to have its Lanolin Plus distributed by J. Leslie Younghusband's Consolidated Cosmetics Co. Mrs. Enzinger filed her suit as a stockholder. Mr. Enzinger is an advertising agency executive as well as secretary of the cosmetic company. The gravamen of the case seems to be alleged remarks made that the secretary was taking kickbacks from media in which the company advertised.

## Good Attendance at Foragers' Annual Banquet

A record attendance marked the annual banquet of the Foragers the oldest association in the cosmetic industry, at the New York Athletic Club on the evening of January 14.

## Scots Told How To Sell to U.S. Market

Scots manufacturers have been told that they must style their merchandise for the North American market, deliver as and when asked, and at prices competitive to existing merchandise if business is to be expanded. This advice comes from the Scottish Council (Development and Industry) whose chairman Sir Steven Bilsland returned recently from a 'look-see' visit. Some hard hitting criticism and useful advice include the following:

'If Scottish goods are to sell in



# THIS YEAR... MAKE A BETTER SUN TAN PRODUCT WITH **2<sup>IN</sup>1**

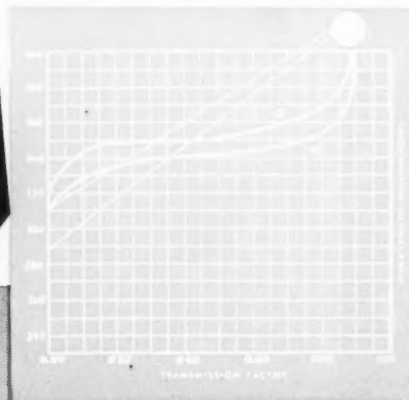
## Sunaromes

### Sun Screening & Perfuming agents combined!

Just mix Sunaromes with the base you prefer . . . water-gum, water-alcohol, or even water alone. You can also use a cream base, mineral oil, fatty oil, etc. It's the Sunaromes that make them effective sun screens . . . and scent them so attractively. The protection is positive . . . and there is no problem of skin irritation.

Sunaromes were developed to enable the manufacturer of cosmetic products to produce any type of suntan preparation, in any one of a large number of fragrances; simply and economically.

### SPECTRAL TRANSMISSION



- SUNAROMES completely screen out harmful rays of the sun between 2900-3100 angstrom units.
- SUNAROMES permit sufficient of the actinic rays to reach the skin for a beautiful and healthful tan.
- SUNAROMES combine a perfect and tested sun-screen and a wide choice of perfumes, soluble in all media, for easy and simple manufacture.
- SUNAROMES are economical to use.
- SUNAROMES are non-irritating to the skin and stable in the finished preparation.

Write now for samples and literature containing complete data, prices and interesting formulas.

**SUNAROMES PROTECT  
AGAINST THESE  
SUN-BURNING RAYS!**



# FELTON

AROMATIC CHEMICALS • ESSENTIAL OILS • PERFUME OILS • FLAVORS

**FELTON CHEMICAL COMPANY, INC.**  
599 Johnson Ave., Brooklyn 6, N.Y.

BRANCHES IN BOSTON • PHILADELPHIA • LOS ANGELES  
ST. LOUIS • DALLAS • CHICAGO • MONTREAL • TORONTO



North America, they must, while retaining their individuality, be styled for the markets and conform to North American standards in weights, textures, colourings, design and presentation. The Council's representatives were very early forced to the conclusion that if Scottish manufacturers are to compete successfully in the United States and Canadian markets they will require to relate their design and colouring or styling much more closely to North American ideas.

"Several distributors made the comment that they would like to see Scottish goods in the popular as well as the high-grade market, and they felt that if Scottish manufacturers studied the popular markets as closely as some of them studied the high-grade markets a bigger and more profitable field would lie open to them.

"Strong criticism was directed towards Scottish standards of packaging. North American standards of packaging and presentation are very high, and while there are many notable exceptions, it seems clear that Scottish standards are too low in comparison. In North America goods must sell themselves to a much greater extent than in Britain—a tendency which is being carried further by the development of self-service stores and both appearance and convenience of handling are therefore of the first importance.

"Failures to adhere to delivery dates were stated to be common and caused inconvenience and irritation to customers. Long delivery dates, even when adhered to, make it difficult to sell Scottish goods in competition with those of domestic or European manufacturers.

"Suggestions for serving North American markets include *Market Survey*. It is essential to visit the markets in order to find what openings exist. Contact should be established at the outset with the United Kingdom Trade representatives in the United States and Canada and the agencies which exist to help, particularly the Canadian Government Department of Trade and Commerce in Ottawa. The existence of specialists in market surveys should also be borne in mind; *Selection of Market*.—In many cases it will be easier for the beginner to start selling in Canada and spill over to the United States. Success is more likely to be achieved by intensive cultivation of a concentrated or

single area and securing an established position there in the first instance, than by attempting widespread coverage at the outset; *Styling of Goods*.—Scottish manufacturers with a long established position in North American markets keep themselves up to date by frequent visits, which are necessary on account of the constant changes in the markets in which rapidly changing fashions are an outstanding feature. It was suggested very forcibly that designers and technicians should pay frequent visits to study the markets; but as an alternative the recommendation was strongly made that firms or groups of firms should employ a stylist in the market to keep them informed by annual visits to Scotland; *Group Selling*.—Group selling has very great potentialities, particularly for small firms, and is highly recommended as a method of developing sales. Similarly, subcontracting or other linked production arrangements, particularly among small firms, would help to increase output and thus to provide the steady flow of goods in quantity which is required to maintain sales in North America."

#### **Entries for Charles S. Welch Award Must be in Jan. 31**

Entries for this year's Charles S. Welch packaging award must be in the offices of the Toilet Goods Assn. by January 31 if they are to be considered. The jury of award is composed of Christopher W. Browne, Miss Elise Ruffini and Elmer Sheets.

#### **Special Invitation to Ladies at Soap Industry Convention**

A special invitation is extended to ladies and extensive preparations have been made for their entertainment by the Association of American Soap & Glycerine Producers at the annual convention January 25 and 26 at the Hotel Plaza, New York, N.Y.

#### **Distinguished Guests at Dinner to Ph. Chaleyer**

Among the guests who attended the dinner at which Ph. Chaleyer was initiated as a Chevalier of the Confrerie des Chevaliers du Tastevin were Nicolas G. Lely, minister of Greece to the Netherlands; Fred H. Hotchkiss of the French-American Chamber of Commerce of Paris who was chairman of the dinner; Richard de Rochemont of the "March of Time; Guy de

Berc, president of the French Line and the French Chamber of Commerce; Henry J. Lesieur, president of Air France and Lucius Beebe.

#### **Johnson & Johnson Puts Pension Plan for Workers into Effect**

A monthly minimum pension of \$100 for workers reaching the age of 65 years with 30 years of service has been put into effect by Johnson & Johnson, New Brunswick, N.J. It immediately affects 4000 employees.

Based on company and personal contributions the plan with social security benefits will pay up to 65% of average annual earnings. The personal contribution may be withdrawn at any time by the employee with interest. Any employee can name a co-annuitant. Under the plan a worker 45 or older with 15 or more years of service may leave the company and still receive retirement benefits when he is 65. The plan will cost the company about one million dollars per year.

#### **Cosmetic and Soap Exports Drop 20% in Sept.-Jan. Period**

Exports of soap and toilet preparations from the United States during the September-January period in 1949 dropped 20% as compared with the same period in 1948. Imports of soap and cosmetics increased 8%. Imports of perfume materials increased 24%.

#### **Oregon Druggists Want Ad Allowances for Independents**

The Oregon State Pharmaceutical Assn. has launched a program to enable independent retail druggists to obtain a cooperative advertising allowance from manufacturers. There are 500 independent druggists in the state.

#### **Sun Tube Co. Now Quarter Century Old**

The Sun Tube Corp., wholly owned by the Bristol Myers Co., Hillside, N.J. is celebrating its 25th anniversary. It was founded by the late Frank J. Lynch, Donald M. Smith, formerly of the *American Perfumer*, and Henry P. Bristol in 1924. The company now has subsidiaries in Canada and Mexico City. Henry P. Bristol is now chairman; Raymond E. Leonard, president; R. Smith Schenck, vice president; Donald Sanders, secretary; E. L. French treasurer and Walter H. Kamp, comptroller.



● That's why the selection of the *right* fragrance for a new product is of such great importance to the manufacturer—and to his sales manager.

If you have a troublesome perfuming problem why not consult with our chemists at Naugatuck Aromatics? These men have a wealth of experience

in Basic Perfume Materials and Aromatic Chemicals, and they will be glad to work with you.

They can show you how to mask or denature unpleasant odors of raw materials. They can show you how to add an acceptable fragrance—or neutral tone—to your finished product.

*Write, or call us—now!*

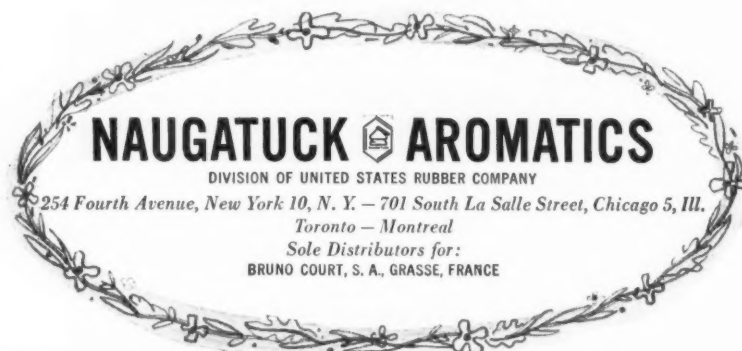
**NAUGAROMES**—For various industrial and commercial uses

**SOAPOLS**—For bar, paste and liquid soaps

**SHAMPAROMES**—For liquid, cream and paste shampoos

**MODERN BASES**—For fine perfumes, colognes, toilet waters, toilet preparations, etc.

**CREAMODORS**—For all types of creams and lotions.



MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

## **Chicago Cosmetic Chemists to Meet February 14**

The February meeting of the Chicago chapter of the Society of Cosmetic Chemists will be held February 14 at Henrici's restaurant in the Merchandise Mart at 6.30 p.m. The speaker will be Albert L. Kegan of Kegan & Kegan, attorneys of Chicago. The subject of his talk will be "Is Your Cosmetic Idea Patentable?"

## **Questions Asked on Cosmetics Answered by M. D. deNavarre**

In an address "Cosmetics and You" given before the Toledo Section of the American Chemical Society M. G. deNavarre discussed numerous questions regarding cosmetics asked by people in the last ten years.

"How soon are dangerous products removed from the market?" The speaker said that the Food & Drug Administration acts almost instantly in removing dangerous products from the market. Wholesalers, jobbers and retailers are contacted by either national radio broadcasts or by telegraphic directives, coupled with the local police departments. Dangerous products can be removed within a relatively few hours.

To the question, "Is mascara harmful?" it was mentioned that not only is it not harmful, but more women should use it to accent their eyes. Too few American women give eye make-up the time, thought and consideration they give to the use of lipstick, though eyes are the most expressive. Mascara as it is made today is innocuous as it is possible to make. It is free from irritation, is not runny and will not rub off.

When asked if permanent waving hastens graying of hair, the speaker pointed out that a good permanent wave enhanced the appearance of hair. Graying of hair following permanent waving has never been seen.

Following this up, it was mentioned that dandruff is not necessarily due to a given type of shampoo, nor is it due to inadequate rinsing of hair. For ordinary dandruff is the natural shedding of dead layers of outer skin. Shedding of dead skin flakes is going on all the time. Shampooing only removes loose dandruff scales. Improperly made shampoo may result in irritation of the scalp, followed by an increase in the amount of skin shedding. Rinsing has no effect on dandruff.

Included among the questions answered were:

"Do cake make-up preparations clog the pores and cause skin eruptions?"

"Do home permanents harm the hair?"

"Is the presence of starch in face powder objectionable?"

"Does dyeing the eye-lashes harm eyesight?"

"Are there any commercial preparations which will prevent falling hair?"

## **New Guide to Government's Technical Research Reports**

A new guide to the government's collection of wartime and postwar technical research reports is now available according to the Office of Technical Services, U.S. Dept. of Commerce, Washington, 25, D.C. It is published by the Special Libraries Assn. 31 E. 10th St. New York, 3, N.Y. and sells for \$10.

## **Cost, Pay Profit Search by Census Bureau Among Manufacturers**

A survey of annual pay rolls, employment, man hours, total cost of materials, expenditures for new plant and equipment, value of shipments by class of products and quantity and cost of a limited number of materials consumed will be made among 45,000 selected manufacturers by the Census Bureau.

## **Shering Sponsors Drug Store Training Film**

The Shering Corp. manufacturers of hormones and other products, is sponsoring a film training session for the American Drug Store Business Training Series conducted by the City College of New York Midtown Business Center. It will make available needed drug store merchandising and management information.

## **Japan Doubles Soap Production**

Japanese production of soap in the first 8 months of 1949 amounted to 14,035 metric tons, compared with 6,235 tons in the corresponding months of 1948.

United States exports of soap and soap products to Japan in the 8-month period of 1949 were approximately 884 metric tons (1,986,119 pounds), about 25 percent of which comprised toilet, fancy, and medicated soaps.

## **Research on Seaweed to Find New Products for Industry**

A research institute for the study of marine algae has been established at the University of Oslo. New products are sought.

## **Census of Inventory to Sales Ratios of Independent Retailers**

The Bureau of the Census is planning to survey trends in inventories and inventory-sales ratios of independent retail stores.

## **Synthetic Detergent Production a Billion Pounds for 1949**

The production of synthetic detergents, so called soapless soaps, for 1949 is estimated at more than a billion pounds. The number of manufacturers is increasing but no figures are given.

## **Stocks of Soap Piling up in India—Oppose New Factories**

Stocks of soap made in India are piling up and as a result a number of soap companies there have had to curtail production. For that reason a protest has been made by the All India Soapmakers' Association against giving permission to foreign concerns to locate soap factories in the south of India.

## **Swift & Co. Move Administrative Offices to Indiana**

Transfer from Chicago to Hammond, Ind., of the administrative offices of the Industrial Oil Division of Swift & Co. has been announced by F. E. Lacey, manager. The move was completed about January 1.

Included in the transfer will be the executive personnel, raw material buying, sales representatives and clerical staff, Mr. Lacey said.

At the present time, administrative offices for the Industrial Oil Division are in the Chicago General Office of Swift. The company recently built a modern, integrated fractionation and decolorizing plant at Hammond as part of a proposed technical products group. Administration offices are provided in the plant. All sales and administrative functions will be centered at the Hammond plant along with operating activities.

The new office address will be "Swift & Co., Technical Products Plant, 165th Street and Indianapolis Boulevard, Hammond Ind."

# Books for your office shelf-ready reference to profits

**HERE'S** a carefully selected group of books on the soap, cosmetic, and perfume industries. You'll find one or more that fit your specific needs. They'll serve you for immediate profits and long-term reference. Look them over well. See for yourself their rightful place on your own bookshelf.

**1. PHARMACEUTICAL SELLING, DETAILING & SALES TRAINING.** By Arthur F. Peterson, marketing and management consultant. Specific information the man in the field needs to sell more productively, how to get dealer co-operation, how to facilitate clerical work. Prepares the reader for more scientific, technical selling required today to keep pace with what physicians and dealer expect. Analyzes the salesman's job, shows him how to organize his territory, prepare route lists, handle buyers, rate physicians, conduct interviews, etc. 374 pages, illustrated and indexed. \$4.50 postpaid.

**2. THE ESSENTIAL OILS, VOL. III.** By Ernest Guenther, Ph.D. Just off the press. First of the monograph series, describing the oils of the plant families Rutaceae (with special emphasis on the very important citrus oils) and Labiatae. Discusses individual oils, their botanical and geographical origin, methods of cultivation. Techniques of distillation and yield of oil, their physicochemical properties, chemical composition, total production, and uses in industry. Author has integrated results of field work, laboratory, and literature. Work of hundreds of prominent scientists has been carefully screened and edited for your use in this outstanding series. Maison G. deNavarre says: "In no other work is the treatment of essential oil constituents so complete and up-to-date." You'll want this latest volume of this important series. 777 pages, illustrated and indexed. \$10.00 postpaid.

**3. THE ESSENTIAL OILS, VOL. II.** By Ernest Guenther, Ph.D. This second volume gives data on several hundred of the more important constituents of essential oils. Describes the structural formulas, occurrence, methods of isolation and identification, the physicochemical properties of these compounds. Essential oil constituents grouped according to the class of compound to which they belong. Hydrocarbons, Alcohols, Esters, Ketones, Lactones, etc. 852 pages, illustrated and indexed. \$10.00 postpaid.

**4. THE ESSENTIAL OILS, VOL. I.** By Ernest Guenther, Ph.D. Covers (1) The Origin and Development of the Essential Oil Industry; (2) The Chemistry and Function of Essential Oils in Plant Life; (3) The Products of Essential Oils; Methods of Distillation, Enflourage, Maceration and Extraction with Volatile Solvents; (4) Distillation of Essential Oils, (b) Natural Flower Oils, (c) Concentrated, Terpenes and Sesquiterpenes Oils; (4) The Examination and Analysis of Essential Oils, Synthetics and Isolates. Indispensable for up-to-date information on chemistry, production, and analysis of essential oils. 427 pages, illustrated and indexed. \$6.00 postpaid.

**5. CONDENSED CHEMICAL DICTIONARY.** Compiled and edited by the Editorial Staff of the Chemical Engineering Catalog, under the editorial direction of Francis M. Turner. Lists 18,000 chemicals and their synonyms, formulas, colors, properties, constants, specific gravities, melting and boiling points, solubility in water, ether and other solvents, preparation and ingredients with process—indispensable for all who have occasion to work with chemical products or raw materials. 756 pages. \$12.00 postpaid.

**6. SYNTHETIC FOOD ADJUNCTS.** By Morris B. Jacobs, Senior Chemist, Chief of the Chemical Bureau of Foods & Drugs, Dept. of Health, City of New York. Comprehensive handbook of information needed to make and use the colors, flavors and other synthetic adjuncts employed in the food industries. Full direction for their mixing, blending and formulation from the many hundreds of individual chemical compounds that enter into food production—including flavoring substances, coloring matters, vitamins, vitamins, preservatives, antioxidants, stabilizers, emulsifiers, etc. 335 pages. \$5.50 postpaid.

**7. THE CHEMISTRY AND MANUFACTURE OF COSMETICS.** By Maison G. deNavarre. A new kind of cosmetic book—that points the surest way to suc-

cess in making any product and undertaking any problems. Everyone of its hundreds of formulas—for cosmetics of all types and purposes—has been produced, tested, and proved to work in the author's own laboratory. 745 pages. \$9.00 postpaid.

**8. THE LAW OF FOODS, DRUGS & COSMETICS.** By Harry A. Toulon, Jr. Working manual of Official Government Regulation, FDA Trade Correspondence Rulings, Official Forms and Charts. Thorough analysis of the decisions relating to: False and Misleading Advertising, Unfair Competition and Misbranding, Informative Labeling. One large volume, 1460 pages. (Will be kept up to date with pocket supplements for modest additional charge.) \$17.50 postpaid.

**9. PERFUMES, COSMETICS AND SOAPS.** By William A. Poucher.

(a) **VOL. I—DICTIONARY.** Every substance used in the manufacture of perfumes and cosmetics fully described. Vol. I puts at your command wide new resources for developing new products, and for effecting economies and improvements by choosing the best of all available materials. 440 pages. \$8.00 postpaid.

(b) **VOL. II—PRODUCTION, MANUFACTURE AND APPLICATION OF PERFUMES OF ALL TYPES.** New edition covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. 426 pages. \$8.00 postpaid.

(c) **VOL. III—TREATISE ON COSMETICS.** The best of present-day cosmetics explained in detail. How to prepare them from commonly available materials by easily applied methods. Shows how to vary perfumes and colors to obtain any desired result; warns against specific causes of defective products. Each chapter covers the many varieties of a type of cosmetics, and is loaded with representative formulae. The most comprehensive book now available on cosmetics—indispensable to everyone in the field. 288 pages. \$7.00 postpaid.

**10. MODERN COSMETICOLOGY.** By Ralph G. Harry. Partial contents: Emulsions, Cleaning Creams, Milks and Lotions. Acid Creams, Face Packs and Masks, Mud Creams, Vanishing Creams, Powder Creams, Lubricating Creams. Astringents and Skin Tonics. Lipstick. Make-up. Face Powders. Sunburn and Suntan Preparations. Deodorants. Depilatories. Antioxidants. Bath Preparations. Bath Oils and Emulsions. Foam Baths. Hand Creams and Lotions. Dental Preparations. Mouth-

washes. Shaving Preparations. Hair Tonics and Lotions. Hair Creams and Fixatives. Permanent Waving Solutions. Hair Setting Lotions, and Hair Lacquers. Hair Shampoos and Soapless Detergents. Manicure Preparations. Eye Lotions. Baby Preparations. Foot Preparations. Insect-Bite Preparations. Humectants. Acne Preparations. Coloring of Cosmetic and Toilet Preparations. 514 pages. \$12.00 postpaid.

**11. MODERN COSMETICS.** By E. G. Thomassen. Contents: Cosmetic Classification, Face Powder, Creams, Lotions, Deodorants, Bath Preparations, Make-up Preparations, rouges, Eye Preparations, Lipsticks, Suntan Preparations. Hair Preparations, Hair Waving Preparations, Shaving Media, Dentifrices, Miscellaneous Cosmetics, Perfumes, Machinery and Equipment for Cosmetics, Packaging Equipment and Factory Layout. 644 pages. \$8.00 postpaid.

**12. NATURAL PERFUME MATERIALS.** By Y. R. Naves and G. Mazuyer. Describes the raw materials used in the extraction, choice, purification and recovery of volatile solvents; the preparation of tinctures and infusions; the treatment of concretes; resins and balsams; the extraction of the aromas of fruits and distilled flower waters; the manufacture of pomade and perfumed oils by the use of vegetable and animal fats and mineral oils, properly chosen and prepared; the processes of digestion and enflourage on solid and liquid absorbents; and the extraction of decolorized absolutes and pomades from the diffused products. Contains much information on the chemical composition and analytical examination of extraction products; descriptions of plant and raw materials subjected to extraction. 355 pages. \$6.75 postpaid.

**13. LE LIVRE DU PARFUMEUR.** By Felix Cola. This book contains a general discussion of perfumes throughout the ages and perfumes in literature. It contains a chapter on essential oils and an exhaustive chapter on the chemical compounds of synthetic perfumes; a short chapter on the more important manufacturers, and a long chapter giving the formulae of a great number of commercial perfumes.

It also contains a chapter giving the bases of special products used in the manufacture of perfume; a chapter on the evidently hitherto unpublished formulae for unknown perfumes; a chapter giving the basic composition of special perfumes; a rather short chapter on the formulae for cosmetics and beauty preparations; and also a rather exhaustive chapter on perfumes used in the manufacture of soaps.

Finally, there is a list of manufacturers making perfumes, essential oils, and other beauty products, and an alphabetical index giving the contents of the book in detail. Price: \$15.00

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### Government Seal for Canadian Made Toiletries if Approved

Cosmetic manufacturers in Canada may label their products with a special Canada Standard seal if the Research Council of the Government approves their formulas. This was made possible by the recent enactment of a national trademark and true enabling act. The act is not compulsory. If he deems it to be of advantage to have the CS stamp on his products and his formula is approved and the package is labeled accurately a manufacturer may use the stamp on all products for domestic or foreign distribution.

### Foreign Exporters Can Now Determine Tariffs in Advance

Samples of cosmetics intended for import into the United States may be submitted for testing at Customs Bureau laboratories so that foreign exporters may determine in advance what the tariff would be on full shipments.

Where facilities permit the laboratories will meet requests by foreign exporters for analysis of pre-shipment samples to determine

their classification and value for customs duties. All requirements of the federal Food, Drug and Cosmetic Act will of course have to be complied with by exporters.

### O'Brien Appointed Sales Manager for Bourjois, Inc.

The appointment of Robert L. O'Brien as General Sales manager of Bourjois, Inc., and Barbara Gould, Inc. was announced recently by Paul H. Douglas, president of Bourjois. Mr. O'Brien was formerly sales manager of the wholesale and chain divisions of the company.

### Two Soap Companies Lead Radio Advertisers

Procter & Gamble spent \$6,500,000 and Colgate-Palmolive-Peet Co. spent \$2,050,000 with the National Broadcasting Co. in 1949. Figures on other networks were not disclosed.

### Rubinstein Runs Ads on Estrogenic Hormone Creams

Helena Rubinstein, Inc. broke full page advertisements for estrogenic hormone cream and oil in 15 newspapers January 8 and will follow with magazin advertisements.

### Pond's Ends Selling Tie with Corliss Lamont & Co.

Pond's Extract Co. which has worked with Lamont, Corliss & Co. for over 40 years has severed the arrangement by which the latter handled sales of Pond's products. Pond's is setting up its own selling and service organization to promote its products including creams and toiletries. Lamont, Corliss & Co. was acquired by the Nestle group and in future will devote all of its attention to promoting the sale of Nestle chocolate products.

### N.Y. and Mich. Not Bound by Fair Trade in State Buying

The Attorney Generals of New York and Michigan have issued opinions stating that fair trade laws do not apply to purchases by their state governments. It is contended that the New York Fair Trade Act exempts sales to the state government. The Michigan law, it is alleged, is an act for the special interest of manufacturers interested in restraining competition and the State of Michigan should not be bound by it.

*Quality* \* \* \*

**METAL CONTAINERS and CLOSURES**

*by*

**BRIDGEPORT**

*Vanities*

*Jar Caps*

*Bottle Caps*

*Dry and Paste Rouge Cases*

*Lipstick Containers—Swivel, Slide, Automatic*

*Powder Boxes*

\* *Perfume Vial Cases and Caps*

*Lip Brushes*

*Drawn Talc Containers*

*and*

*Other Special Metal Products for the Cosmetic Industry*

**THE BRIDGEPORT METAL GOODS MFG. CO.**

BRIDGEPORT

Established 1909

CONN.

# Have YOU hit the JACKPOT Yet?



**ARE YOU FAILING TO GET** your full share of increased cosmetic sales?

**DO YOU FIND YOUR COSTS** changing daily due to price fluctuations in the natural flower oil market?

**ARE YOU INTERESTED IN** synthetic base materials—consistent in quality and stable in price—that will heighten and increase the foundation of your compositions?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

If your answer is yes to any of these questions it is time to use PENICK'S ABSOLUTE ALTERNATES. Inquire for samples of:

- ABSOLUTE JASMIN EXTRACTION ALTERNATE No. 7583 . . . . . \$16.50 lb.
- ABSOLUTE ROSE de MAI ALTERNATE No. 7584 . . . . . 18.25 lb.
- ABSOLUTE TUBEROSE ENFLEURAGE ALTERNATE No. 7585 . . . . . 15.00 lb.

## Your JACKPOT will be:

increased sales, greater profits, and satisfied customers.

**S. B. PENICK**

50 CHURCH STREET, NEW YORK 7, N. Y.  
Telephone COrtlandt 7-1970



**& COMPANY**

735 WEST DIVISION STREET, CHICAGO 10, ILL.  
Telephone MOhawk 4-5651

DISTILLERS OF RARE AND QUALITY ESSENTIAL OILS—MANUFACTURERS OF AROMATIC CHEMICALS

## Redemption of Cash Register Receipts Held Fair Trade Violation

A drug store was fined recently by the New York Supreme Court for redeeming cash register receipts at 10 per cent of their amounts. The decision was that redemption of cash register receipts is a price-cutting device in violation of an injunction prohibiting the defendant from selling at prices lower than those established by fair trade contracts.

## Fair Trade Contracts ruled Valid Even With No Action

A company which does not take action against all fair trade price violators does not forfeit its right to temporary injunctions restraining dealers from selling its products at less than the fair trade price, the New York Supreme Court has ruled. The court decided that the plaintiff's inaction did not constitute an abandonment of its fair trade policy.

A drug store, however, recently received permission to have a trial and to have an injunction set aside when it charged that violation of a particular fair trade

agreement was widespread. The New York Supreme Court decided that the defendant, in showing that the contracts were violated in other stores, had justified the setting aside of the injunction and that the matter could be heard at trial.

## Among Our Friends

LEO J. CAFFREY has been appointed vice-president in charge of advertising and sales for La Cross Manicure Implements and Naylor Cosmetics. Philip E. Bauldry has been appointed sales manager. Mr. Caffrey has been with La Cross-Naylor for 27 years. Mr. Bauldry has been with them for ten years. Miss Ruby Gould, long associated with the firm, has moved to the New York offices at 630 Fifth Ave.

EDWARD D. RUSSELL, for more than 10 years a specialist in drug and cosmetic advertising for the New York News, has joined the sales staff of the Bureau of Advertising, American Newspaper Publishers Assn. as account executive in charge of drug and toilet goods advertising in the East.

FRANK ORLANDI has taken over the business of Fredk. K. Biermann, New York, N.Y., and will operate it under his own name.

FRANCIS T. DODGE, chairman of the board of Dodge and Olcott, Inc., New York City, left recently with Mrs. Dodge for an extended vacation cruise aboard



Francis T. Dodge

the *Caronia*. They will visit South America, Egypt, and the Mediterranean ports, and expect to spend several weeks in France, Italy, and England before returning home.

## shopper stopper

Page 5 of our new catalog. Write for yours!



the real spiral

From Page 5 of our new catalog. Write for yours! The spiral design is the most popular in the industry. It is the only design that is truly spiral. It is the only design that is truly spiral. It is the only design that is truly spiral.

two "new" lines

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JOHN J. REGAN has been appointed sales representative for the metropolitan area for the Richard M. Krause Co., Inc. according to an announcement by F. R. Rodgers, vice president. Mr. Regan was formerly purchasing agent with Universal Laboratories, Inc.

BEN FRIEDMAN, long identified with the cosmetic industry, has recently resigned from his post as sales manager of Paris Cosmetics, Inc. and Furlager Mfg. Co. Inc., New York, a position which he had held for the last ten years.

E. T. LADD, vice president in charge of the Isco chemical division of Innis, Speiden & Co., Niagara Falls, N.Y. retired January 1 but will continue his association of more than 30 years with the company in an advisory capacity.

STEPHEN G. CAPKOVITZ has been appointed chief chemist and perfumer of three Vick Chemical Co. subsidiaries: Prince Matchabelli, Inc., Seaforth Inc. and the Sofskin Co. according to an announcement by Hugh D. McKay, chairman of the board of Matcha-

belli and Seaforth. Mr. Capkovitz was graduated from New York University and pursued post graduate work at Columbia University and Brooklyn Polytechnic Institute. After serving as chemist and perfumer for two leading essential



Stephen Capkovitz

oil houses he became chief chemist of Yardley of London, Inc.

DR. GEORGE ZINZALIAN has been appointed sales manager of the technical products division of E. F. Drew & Co., Inc., New York, N.Y. He has been connected with the company for over 16 years.

## How to Make Liquid Cosmetics

(Continued from page 28)

ness and completeness and finally inspects and approves the final product when it emerges. As a routine matter, it undertakes "trouble shooting" and apparently most of its time seems to be taken up with this interesting pastime. As instances of some of the problems taken to the control laboratory are:

(1) Unexpected appearance of foreign matter in finished packages. These may be traceable to many causes: unclean containers; corroded pipes, valves, or couplings; defective closures or stoppers; accidental contamination of many kinds; and similar occurrences; (2) Leakage of finished packages; (3) Discolorations; (4) Unexpected fading of colors; (5) Proper fill points for different preparations; (6) Suitability of containers and closures; (7) Failures of adhesives; (8) Investigation of customer complaints; and (9) Improvement of product.

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new products. This involves thorough examination of existing products which are similar or allied to the desired product, the designing of new formulations, and intensive testing of these for stability and effectiveness, besides clinical testing. A consideration of Federal regulations concerning these products, review of medical literature bearing on their possible effects on the human body, also a consideration of possible advertising claims and their likely repercussions, physical behavior of new types of containers and closures and their possible effect on the contents; every possible question that may arise concerning a new product naturally gravitates to the laboratory.

Moreover, the transition from small batches produced at leisure in the laboratory to relatively large quantities produced under selling pressure necessitates an intermediate scale of investigation, the pilot plant stage. Here batches are made of greater than laboratory size in order to determine the actual procedure in large scale operation.

Temperatures and reaction times in laboratory operations do not reflect those necessary in making full scale batches of the same product. It is therefore necessary to attempt to solve the later conditions by making batches of intermediate size. Any modification of operations or design of equipment are indicated at this stage, and finally the factory is ready for that breathless moment, the production of the first full sized batch.

The smooth operation of a plant producing a variety of perfumes and cosmetic products calls for a very de-

tailed and systematic planning of operations from the purchasing of supplies to the delivery of the finished products to stock room shelves.

The working of such a system is roughly as follows:

The sales budget or summary of forecasted sales for a given future period is broken down into monthly requirements of bulk and packaging materials.

Taking into consideration actual inventory on hand, seasonal demand, a reserve inventory, and the time element, inherent purchases of necessary supplies are made and production orders issued for each item required. Attention must be paid to production limitations such as size of batches, time required for production and aging, and the current manufacturing program which may and often does clash with projected orders. Attention must also be paid to the accumulation of raw material inventories at times when these are not essential to production, and the crowding of finished stock shelves at times when space is needed for other merchandise. These two points usurp needed space and are moreover, economically unsound. Perfect timing is of the essence in order to have always enough merchandise to fill orders, yet never to have an unwanted surplus of one or more numbers.

This job, although usually assigned to a separate department, requires close liaison between all plant departments, and the larger the organization the more complex and trying it becomes. In small plants, the production department sometimes does its own planning, sometimes even its own purchasing and these two responsibilities alone may make or mar a business.

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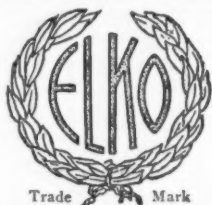


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# Market Report

## Market Outlook Brighter—Prices Up

**B**ASED on the action of the raw materials market over the final month of the year, and the apparent low inventory position of most consumers of essential oils and aromatic chemicals, much optimism prevails regarding the general outlook for 1950. There was an absence of the normal selling pressure in the market at the turn of the year. In fact several articles advanced with conditions suggesting a further broadening in the upward price trend.

Major suppliers expressed concern regarding the availability of supplies, a condition brought about by the downward trend of prices in recent preceding years and the fact that many users had been carrying fairly large inventories.

### Peppermint Oil Prices Stronger

The poor supply of good quality peppermint oil was reflected in prices here and in the country. The article, one of the most popular in the flavoring group, shows signs of going higher. After a slight reaction, lemongrass displayed renewed strength and bois de rose, bergamot, ootaea cymbarum and eucalyptus were all featured by a generally strong tone.

Some houses were forced to withdraw offerings of African geranium oil because of the limited quantities available for replacement at the primary center. Bourbon geranium oil likewise displayed considerable strength. Quarters reporting lower prices on Bourbon oil for a time soon reversed their position because of the generally tight supply position of the market.

### Citrus Products Active

In the citrus oil group, orange, and lemon appeared to be holding their own. The supply of lime oil was more than sufficient to take care of consumer requirements, but trade observers are looking

forward to a more active buying movement by early February. Anise and cassia were closely held by local houses. The upward trend in prices is likely to be extended unless the ability to export normal quantities shall return to the China market. Another Far Eastern oil displaying considerable strength is patchouli. Replacement costs appeared secondary to the problem of obtaining replacements of good quality material. The position in cananga oil has likewise strengthened. About the only article imported from the same area that appeared rather unsettled was citronella.

### Seed and Spice Oils Firmer

Among the seed and spice oils, Dalmation sage moved higher as the spot supply position tightened. Quotations on coriander have become largely nominal in the face of limited offerings. The unsettled tone that developed in dill failed to create any real concern. A further break in prices would not be surprising. Such a development would however reflect a keener desire on the part of certain interests to reduce stocks rather than by any real over supply. No real demand for the oil will appear until late February or early March; thus some interests, pressed for cash, will continue to shade prices.

### Aromatic Chemicals Tighter

Several aromatic chemicals derived from benzol, toluol or xylol bear close watching in the face of a generally tight supply position in the basic materials and an announcement by a mid-Western producer that it was advancing its prices 2 cents a gallon January 1. Citral and the ionones reflected the renewed strength in lemongrass and some houses were asking better prices on linalool in keeping with the recent hardening trend in bois de rose oil from Brazil.

The expected advance in ethyl

alcohol prices for the first quarter of the new year failed to take place. Industrial demand improved somewhat, however, and the statistical position of the market is regraded as better than it was last Fall.

Among the drugs and sundries, tartaric acid and cream of tartar were reduced by leading manufacturers. The price reduction was attributed to a growing fear of increasing quantities of low cost imported material coming into the market. The reductions amounted to three and two cents per pound, respectively.

### Menthol Easier

After displaying considerable strength in the early part of the period under review, menthol turned easier toward the close of the year due to a keener desire on the part of some interests to unload this high priced item. For a time Brazilian material was commanding \$10.90 per pound but later offerings appeared in the market at \$10.75 per pound and it was indicated that firm bids at \$10.65 might have been accepted. The uncertainty regarding future shipments from China and the absence of detailed reports concerning the coming crop in Brazil are factors that cannot be ignored. With the heavy consuming season at hand, a demand of any real proportions could readily bring about renewed strength to the local market.

### Glycerin Steady

There is nothing in the glycerin market that would indicate any change in prices over the early months of the new year. Despite the fact that production of synthetic material has been running near capacity, and sizeable quantities of imported crude material have been arriving here, stocks are believed to be at a relatively low level.

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Apricot Kernel .....	.50@	.58	Java type .....	1.85@	2.25	Orange, Florida .....	.50@	.75
Amber, rectified .....	Nominal		Cloves, Zanzibar .....	1.75@	2.20	Brazilian .....	1.05@	1.35
Angelica Root .....	125.00@	190.00	Madagascar .....	1.50@	1.85	Calif., exp. ....	.75@	1.00
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Aspic (spike) Span. ....	1.00@	1.45	Imitation .....	10.00@	12.50	Artificial .....	36.00	Nom'l
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Bay .....	1.25@	2.00	Cumin .....	6.50@	11.00	European .....	4.60@	5.80
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Artificial .....	2.10@	3.00	Erigeron .....	5.00@	5.80	Redistilled .....	6.00@	6.70
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Birchar, rectified .....	4.25@	5.00	Geranium, Rose, Algerian .	10.50@	12.00	Pinus Sylvestris .....	2.50@	2.65
Bois de Rose .....	3.25@	3.50	Bourbon .....	13.00@	15.00	Pumilio .....	2.80@	3.15
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Chamomile Roman .....	250.00@	280.00	Expressed .....	6.85@	10.00	Vetivert, Haitian .....	11.00@	12.00
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(Continued on page 83)

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(Continued from page 81)

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Cinnamyl Acetate	3.75@	4.50
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Citronellol	3.20@	3.75
Citronellyl Acetate	3.95@	5.40
Coumarin	2.75@	3.00
Cuminic Aldehyde	7.75@	10.00
Diethylphthalate	.35@	.43
Dimethyl Anthranilate	5.25@	5.90
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Ethyl Benzoate	.75@	.90
Ethyl Butyrate	.70@	.85
Ethyl Capronate	3.30@	3.75
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.65@	.75
Ethyl Propionate	.75@	1.00
Ethyl Salicylate	.80@	.95
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Beta	7.80@	8.60
Methyl	4.55@	8.80
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Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.10@	1.75
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	3.35@	3.85
Iso-safrol	2.00@	2.80
Linalool	4.60@	6.35
Linalyl, Acetate 90%	4.35@	4.70
70%	4.00@	4.60
Linalyl Formate	10.75@	12.00
Linalyl Propionate	9.50@	11.00
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Methyl Benzoate	.60@	1.00
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Methyl Heptenone	6.25@	7.00
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(Continued on page 85)

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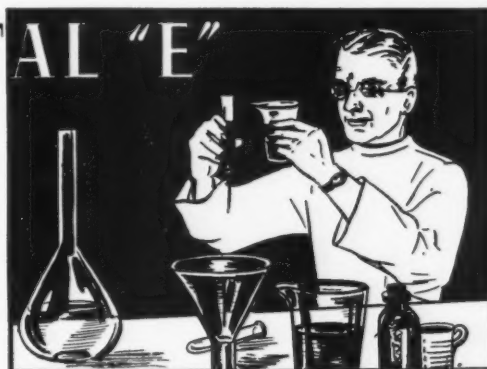
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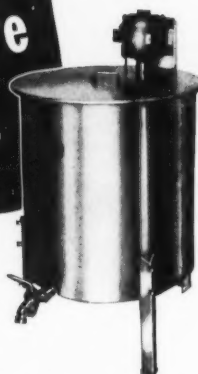
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Lard Oil, common, No. 1		
drums .....	.11¼@	.11½
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